SEPTEMBER 19, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Now official: network option time sliced by 30 minutes Page 29

Another toll tv showdown: FCC orders a second hearing Page 58

Stern disqualifies three applicants in Miami ch. 7 case Page 71

Federal Aviation Agency moves for final say on towers Page 78

FCC Settles FM Allocations and Rules

53 Stations Get Frequencies; Licensees Have Till Sept. 25 to File

proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000."

The designation of frequencies in the 88-108 mc band was in[illegible]

in Parts 1, 2 and 3 of the present regulations. The new form brings together rules governing construction, licensing and operation of FM[illegible]ion stated that even-

These were the headlines in Broadcasting just 15 years ago.

FCC Finds Total Time Sales Were $246,339,532 in 1944

TIME sales for the major and regional networks and 875 standard broadcasting stations during 1944 totalled $246,339,532, the FCC reported last Friday.

The figure compares with $195,[illegible] for the networks and 841

kw power were reported at $49[illegible]247, an increase of 24% over 194[illegible]

Clear channel unlimited ti[illegible]tions of five to 20 kw p[illegible] submitted reports [illegible]534 or a gain of [illegible]

Ti[illegible]

AVERY-KNODEL

RADIO AND TELEVISION STATION REPRESENTATIVES

Offices in New York, Atlanta, Dallas, Detroit, San Francisco, Los Angeles, Chicago

KCBQ NUMBER ONE IN THE NUMBER ONE GROWTH MARKET

Now the 16th Market (over a million) — and the top growth area in the nation, with an 80.2% increase since 1950. San Diego looks to KCBQ for leadership and gets it: straight from the shoulder news coverage . . . hard hitting editorials . . . and penetrating community service.

KCBQ — consistently top-rated for four years. Blair has all the facts and figures, including the latest Pulse qualitative study.

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TeleCuracao
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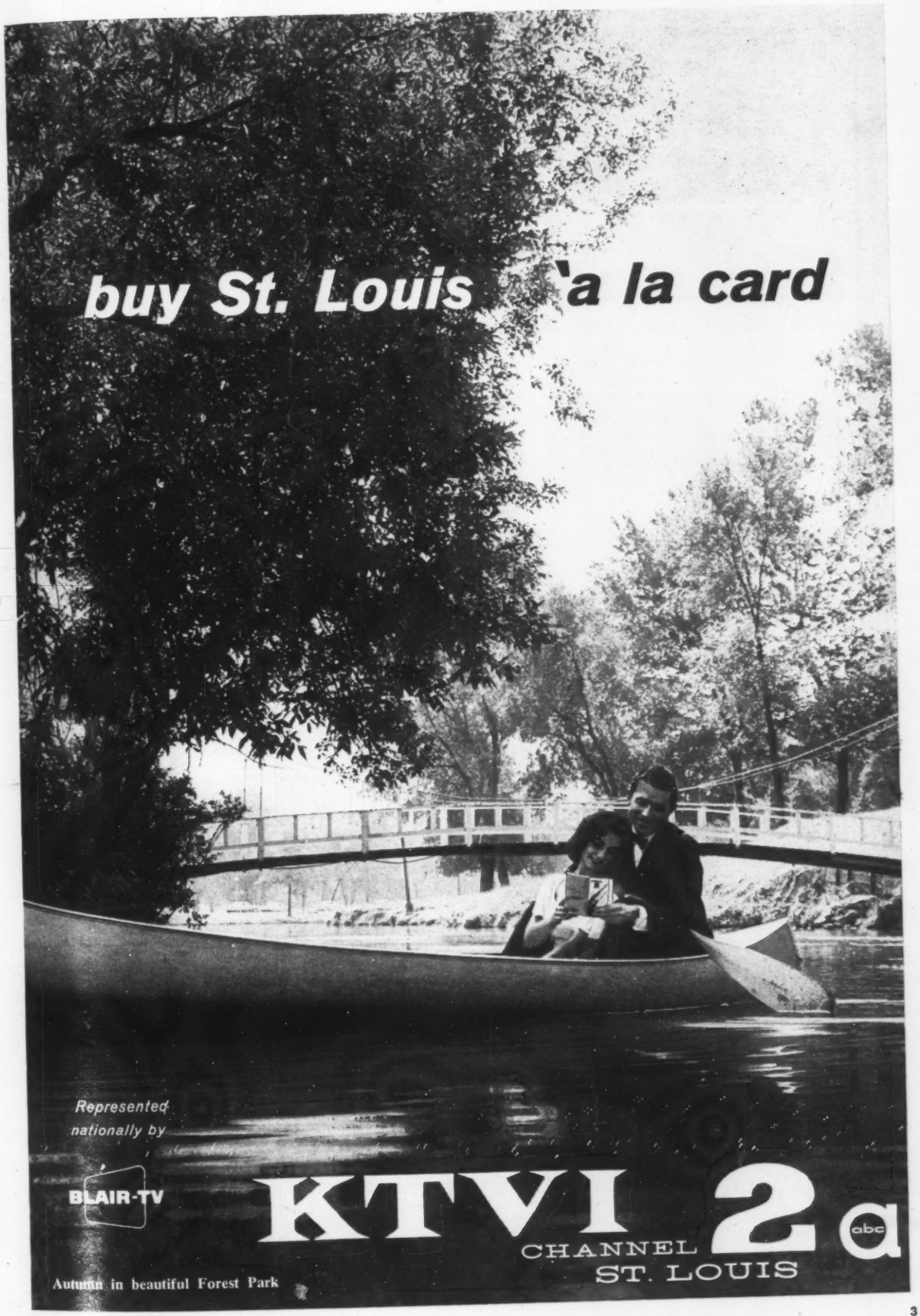
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Autumn in beautiful Forest Park

KRLD-TV is proud to be the recipient of the 1960 Associated Press Texas Broadcasters' Awards for Spot News and Feature Stories

Get it FIRST... Get it RIGHT on Channel FOUR

KRLD-TV

represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV Twin to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Moment of harmony ■ What may become museum-piece is slated to appear in newspapers in four major cities next Monday (Sept. 26)—ad signed jointly by all three tv networks. ABC-TV, CBS-TV and NBC-TV, which for legal if no other reasons rarely do anything together, reportedly have agreed that instead of promoting Nixon-Kennedy all-network appearance that night in separate ads, they'll do it in single ad carrying all their names. Ad is supposed to run in New York, Washington, Chicago and Los Angeles. Catalyst bringing networks together was Television Information Office, which also has prepared advertising copy that all of its members may use, either individually or with their tv competitors, in local promotion of telecast.

Shift South ■ Frank White, vice chairman of McCann-Erickson, now is dividing his time between New York headquarters and expanded Washington operations in RCA Building, 1725 K Street. Reason: greater importance of Washington in lives of advertising agencies and their clients.

Film credits ■ First step in setting up new Sec. 317 sponsor identification rules in line with provisions of S 1898, signed by President last week, is special informal conference between FCC staff and representatives of motion picture producers. This is scheduled for Wednesday (Sept. 21), with film representatives to be led by Ed Cooper tv specialist of Motion Picture Assn. FCC feels movie point-of-view important, since some Hollywood practices may have strong impact on responsibility of licensees.

Traditional Hollywood practice of manufacturers supplying motion picture studios with virtually any product without charge in exchange for its use in picture is causing Hollywood lawyers to pore over text of new anti-payola law to see whether this practice would have to be dropped or altered to permit sale of theatrical films to television.

Public issues ■ At least two multiple owners in tv and radio are contemplating "going public" in near future. They are awaiting favorable market climate before filing proposals for public issues with Securities & Exchange Commission.

Job ending ■ With issuance of recommendations in Miami ch. 7 *ex parte* case (see page 71) special examiner Horace Stern, retired chief justice of Pennsylvania Supreme Court, who has been handling such cases for FCC, is expected to announce resignation from special job. Judge Stern is 82 and has handled three such hearings in addition to Miami ch. 7: Miami ch. 10, Boston ch. 5 and St. Louis ch. 2. Commission has issued final orders in only two: Miami ch. 10 and Boston ch. 5.

Interesting sidelight to resignation of FCC associate general counsel Edgar W. Holtz who has been special counsel in ex parte *cases (see page 71). He announced resignation last Monday, two days before special examiner Horace Stern came out with initial decision on Miami ch. 7 case, which recommended voiding grant to WCKT (TV) there and disqualifying it, as well as two other applicants, from further consideration for channel. Counsel for WCKT is Hogan & Hartson, law firm which Mr. Holtz is joining.*

Canned guitars ■ Fifty-station Country Music Network, New York, is gearing to add "recorded-network" programming to structure which so far has been limited to joint selling in conjunction with Charles Bernard Co., New York, station representative. Basic operating tool for CMN, survey of country-Western market, will be unveiled tomorrow (Sept. 20) by Dr. Sydney Roslow of The Pulse at presentation in New York for agencies and advertisers.

Before the blow ■ In *San Francisco Chronicle* application for ch. 4 Washington, D.C., now licensed to NBC's WRC-TV (BROADCASTING, Sept. 12), there's correspondence between Harold P. See, general manager of *Chronicle's* KRON-TV San Francisco, and RCA (NBC's parent) regarding equipment for new tv station "in undisclosed location." RCA assistant credit manager voiced pleasure at receiving inquiry, saying "We are happy to learn of your plans."

British viewer ■ Charles Fletcher-Cooke, Conservative member of Parliament, who participates in weekly panel television programs over Britain's Granada network, is making study of part tv and radio play in U.S. national elections. He is member of Queen's Council and attended American Bar Assn. sessions in Washington three weeks ago. He participated in panel that examined relationship of television programs to crime rate.

Options slipping ■ Though FCC's order of cut in television option time took spotlight last week (see page 31), option time on one radio network—Mutual—is heading downward voluntarily. Mutual has required its affiliates to carry six-and-one-half hours for religious programming on Sunday. Reports are that MBS is notifying stations that network is dropping option time on Sunday, and stations now may elect to carry or drop religious programs. Mutual's format provides for feeding affiliates two five-minute newscasts hourly, with affiliates selling one segment and keeping revenue and Mutual selling other and retaining payment.

Nomenclature ■ CBS Radio Division has run into name problem with its new "Dimension" programming, collection of short features that CBS-owned radio stations drop into local shows to "differentiate" those stations from other outlets (BROADCASTING, Aug. 29). Seems that Westinghouse Broadcasting Co. is claiming its WBZ-TV Boston has had weekly half-hour known as *Dimensions* for about 10 years and that its KYW Cleveland has had one under same name for four. WBC and CBS officials are talking it over. CBS officials say they don't expect it to involve "trouble."

Trend to comedy ■ CBS Films is pinning its network sale hopes on situation comedy in 1961-62 season. Production firm, which this season will have *Angel* (situation comedy, licensed to CBS-TV and in Thursday night schedule) as its only network entry, has earmarked additional six series for '61-'62, all of them situation comedies.

New entry ■ H&B American Corp., which recently acquired nine catv systems from Jerrold Electronics for $5 million (BROADCASTING, Aug. 15) contemplates expansion in licensed broadcast field (both radio and tv). Company disposed of two non-communications interests last week. David E. Bright, board chairman, last January acquired control of KFBB-AM-TV Great Falls, Mont. Charles L. Glett, veteran west coast broadcast executive resigned vice presidency of National Theatres & Television last June to become president of H&B American Corp., and its subsidiary, Transcontinent Communications System.

Bonanza ■ Musings of radio-tv specialists in presidential campaign: Free time on barn-storming and whistle-stopping trips is being offered in profusion. Stations apparently are operating on basis that when in doubt, give 'em time. Everywhere there's concern about required reports to FCC on political time.

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month after month... No 1 in the 4 station Detroit market

ARB says:

FIRST

First in overall share-of-audience every ARB book since November, 1959, Channel 2 has led the audience race in Detroit, month after month, with leads ranging up to 22% greater share than the No. 2 station 9 a.m. to sign-off, Sunday thru Saturday. (May, 1960)

WJBK-TV

A Storer Station

NIELSEN says:

FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in share-of-audience for four out of the six three-hour periods for May-June, 1960, with 50% more total rating points than the No. 2 station in June . . . First in ALL SIX three-hour periods in July, and also First in 31 out of 38 quarter-hour periods, Monday thru Friday, 7:30 a.m. to 5 p.m. in July.

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

MR. VICTOR

A rebuttal in behalf of radio ■ When L.S. Matthews of Leo Burnett Co., Chicago, discussed "How can radio be sold more effectively?" in his Aug. 22 MONDAY MEMO, he didn't expect that Newark agencyman Jay Victor would disagree rather tartly with some of his comments. For that matter, Mr. Matthews may not know the man from Newark. But Jay Victor is very much alive. And it appears that his 20 years of radio experience sort of choked up on him a bit when he stumbled upon a few of the verbs, nouns and adjectives that Mr. Matthews had assembled to convey his thoughts on certain problems in radio today. Of course, not everyone had this reaction. However, for Mr. Victor's, turn to page **18.**

Option time cut by 30 minutes ■ A split FCC issues final order on option time, reducing it from the present three hours to two-and-a-half hours. Order also boosts pre-emption time notice to 17 weeks and asserts the right of stations to refuse programs even after a series has been accepted or to substitute local programs for network programs virtually at will. Commission withdraws proposal to force "straddle" programs to be counted in option time. Page **29.**

Tv vogue ■ Fall fashions previewed on electronic runways, as retailers follow Macy's into television with local specials. Page **32.**

Radio success in Denver ■ First Federal Savings & Loan Assn. rockets upward as a result of sponsorship of radio newscasts on KOA Denver. Page **49.**

A matter of money ■ Republicans, running short of funds, delay purchases of time for campaign television and radio hookups. Final details of the Nixon-Kennedy telecast Sept. 26 are settled at a Chicago session. Page **54.**

Another pay-tv battle ■ FCC orders a second hearing on pay tv, using RKO General's Connecticut application as a base. A Theatre Owners of America meeting was told pay tv would mean the death of the motion picture theatre. Page **58.**

Cashbox in Toronto ■ Check by BROADCASTING of wired tv service shows the service is a sellout for the experiment. Viewing falls off during the summer, however. Page **58.**

Stern throws book in Miami ch. 7 case ■ FCC Hearing Examiner Horace Stern lives up to his name in Miami ch. 7 *ex parte* case. He recommends that the 1956 grant to Biscayne Television Corp. be voided and that Biscayne as well as two other applicants be disqualified for off-the-record contacts. Page **71.**

Aviation agency rises to plague broadcasters ■ New rules by Federal Aviation Agency take over, it's believed, question of radio-tv towers. Proposed FAA rules conflict with FCC practice for last decade which reserves final decision on issuance of broadcast permit, including question of air obstruction, to communications agency. Page **78.**

NAB's fall conferences ■ The autumn series of eight meetings starts Oct. 13 in Atlanta. NAB staff executives are completing program plans. Page **84.**

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	29
BROADCAST ADVERTISING	32	THE MEDIA	84
BUSINESS BRIEFLY	46	MONDAY MEMO	18
CHANGING HANDS	88	OPEN MIKE	20
CLOSED CIRCUIT	5	OUR RESPECTS	119
COLORCASTING	60	PROGRAMMING	58
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	120		
EQUIPMENT & ENGINEERING	52		
FANFARE	102		
FATES & FORTUNES	95		
FOR THE RECORD	104		
GOVERNMENT	71		
INTERNATIONAL	82		

S

Sur·vey

(sẽr-vā́) *v.t.*

1. to critically examine; evaluate

2. *e.g.* **wmca**'s active efforts in determining community requirements for effective broadcasting.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

when you think of Kansas City remember our A.P.*

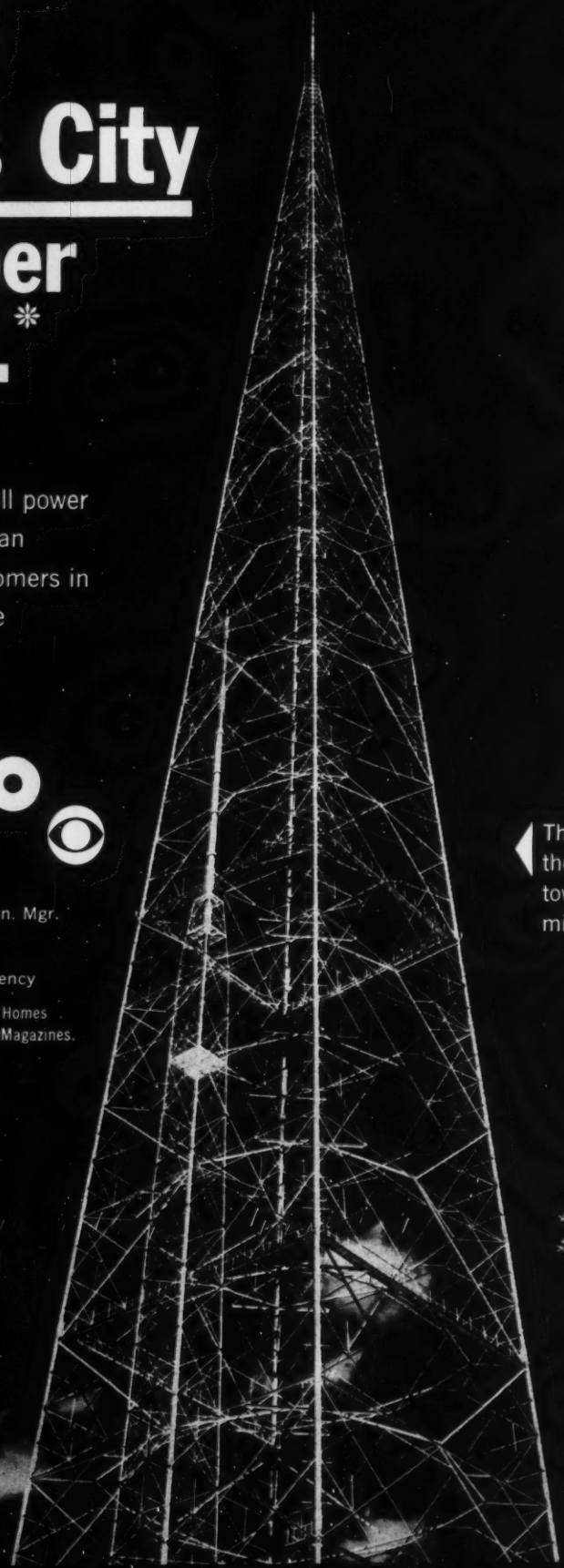
... because KCMO-TV's full power coverage delivers more than two million potential customers in this wealthy 200-mile-wide marketing area.

Kansas City MO TV

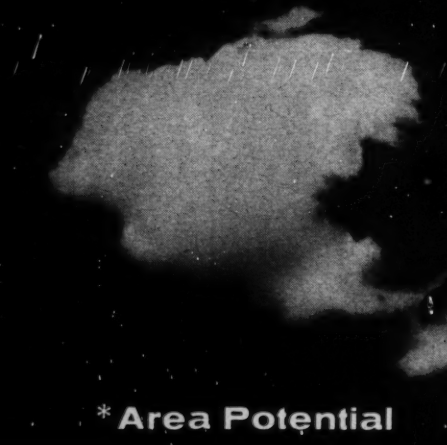
E. K. HARTENBOWER, V.P. and Gen. Mgr.
SID TREMBLE, TV Sta. Mgr.

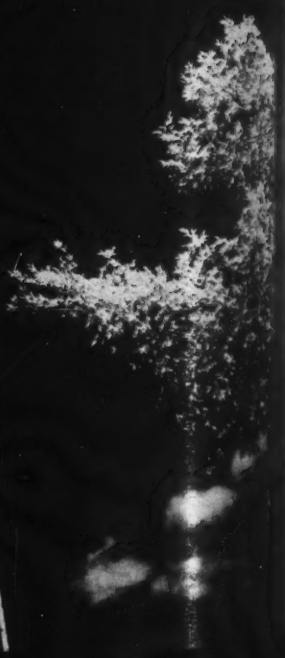
Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.



The Center of our A.P. the tallest self-supported tower in America ... transmitting at full power.





*Area Potential

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 29

Nets split on free campaign feeds

Networks are divided into two camps on question of feeding Nixon-Kennedy radio-tv joint appearances live to independent stations in areas where they have their own affiliates. NBC will; CBS and Mutual won't, except on usual one-day delay basis to protect their own affiliates. ABC was reported Friday to be inclining toward will-do camp but officials there said definite decision had not been made. NBC's only charge will be for any special lines involved. CBS and Mutual, while protecting own affiliates, will feed to any market that cannot get Nixon-Kennedy broadcast otherwise (through affiliates of other networks, for example).

All four network organizations meanwhile designated newsmen—one from each—who will represent them as panelists on first joint appearance next Monday. CBS, which will produce that broadcast, named Howard K. Smith moderator (BROADCASTING, Sept. 12) and Stuart Novins as its panelist; ABC designated Robert Fleming as panelist; NBC, Sander Vanocur, and Mutual, Charles Warren.

After next Monday's joint appearance, 9:30-10:30 p.m., timing of other Nixon-Kennedy all-networks broadcasts will be: Oct. 7 and Oct. 13, 7:30-8:30 p.m. and Oct. 21, 10-11 p.m. (all times EDT).

WNEW New York, independent, will carry Sept. 26 program live, picking up from NBC.

WBAZ to ignore Khrushchev UN visit

WBAZ Kingston, N.Y. decided last week to give short shrift to Premier Khrushchev's UN visit. Except for telling listeners of his arrival and departure, and unless something of significant nature develops, station plans silent treatment. Other Communist leaders at UN meeting this month will get minimum coverage in WBAZ newscasts.

Jack Marquardt, station news director, said Friday that announcement of these plans resulted in "many letters, calls and telegrams in support of the move." As far as WBAZ is concerned, Khrushchev's visit is "not particularly newsworthy," he said. Radio Free Europe called Mr. Marquardt Friday morning and planned to broadcast taped interview with him behind Iron Curtain to show that Americans are not impressed with Premier's visit. (For report on coverage protests received by networks, see page 64.)

Cleric applies

Proverbial faith of ministers was exemplified Friday when Rev. Robert M. Parr, pastor of Detroit's Gilead Baptist Church, filed application with FCC for ch. 62 in Allen Park, Mich. Mr. Parr, who filed in own name, estimated cost at $32,600, expenses first year at $40,000 and prospective income first year at $50,000. Minister spelled out net worth at almost $114,000, reported he had all equipment on hand. He proposed regular commercial operation, with emphasis on local programming, including news coverage and church and club affairs.

Two Kemper series on NBC-TV aid agents

Commitment by Kemper Insurance Cos. for one-hour, twin-program spread on NBC-TV starting Sept. 25 was described Friday by C. R. Bishop, advertising manager, as supporting agency system among insurance firms. Two series (*Chet Huntley Reporting* and *Celebrity Golf* on 26 Sundays) are expected to reach 9.5 million viewers, providing agents in coverage area "with prestige television programming to help pre-sell top insurance prospects." Programs represent investment of nearly $1 million in support of system. Kemper has used tv advertising past four years as "most dramatic means of supporting agents," it's noted by Clinton E. Frank, agency handling account.

ARB plans seven national Arbitrons

American Research Bureau will provide Arbitron overnight national tv ratings for seven weeks during coming season, with NBC as first customer, ARB announced today (Sept. 19). Originally ARB had hoped to provide overnight national Arbitrons on regular daily basis, but signing of all three tv networks with A.C. Nielsen Co. curtailed plans to seven weeks, at least for present (CLOSED CIRCUIT, Sept. 5).

Those seven will include four in heart of introductory season for new fall programming (Sept. 18-24, Sept. 25-Oct. 1, Oct. 2-8 and Oct. 16-22), plus Nov. 13-19 and, next spring, March 1-7 and April 1-7. Overnight nationals will be in addition to ARB's regular seven-city Arbitrons and diary-based national reports.

Congress pressures cited by Lishman

Congress and administration often interfere in impartial rule-making functions of regulatory agencies, Robert W. Lishman, chief counsel of House Legislative Oversight Subcommittee, said in talk to committee of Federal Bar Assn. in Chicago Friday.

He said members of Congress have interceded in such cases in behalf of constituents or supporters and executive branch has used appointive and budget-control power to bend agencies to its will.

Mr. Lishman said Congress can relieve some of pressures by giving agency people better salaries, and realistic expense accounts and other incentives so they can resist "blandishments" from outside.

Liberal FCC stand on uhf cps urged

Call for sympathy on behalf of uhf grantees who have held on to cps without building for many years has been placed before FCC weeks before oral argument on requests for extensions of permits, which is scheduled to take place Sept. 23. Request for liberal attitude was made by four uhf cp-holders: WAZL-TV Hazleton, WQCY (TV) Allentown, both Pennsylvania; WEHS-TV Chicago, Ill., and WHLS-TV Port Huron, Mich.

At same time, WERE-TV Cleveland, one of 30-odd uhf grantees ordered to oral argument on request for extension informed commission it was surrendering cp. FCC in February notified 54 uhf grantees that requests for extension would be turned down unless they showed good reason why they haven't built. On June 3 it ordered 31 to hearing.

WHDH-TV asks delay

Boston Herald-Traveler went to court Friday seeking judicial order which would force FCC to stay its July 14 decision voiding WHDH-TV Boston grant. *Herald-Traveler* wants

AT DEADLINE CONTINUED

effectiveness of decision held in abeyance until court rules on its appeal. Meanwhile *Herald - Traveler's* petition for reconsideration filed with FCC Aug. 15 was opposed by two parties to three-year-old case: Massachusetts Bay Telecasters Inc. and FCC's general counsel. FCC's July 14 order voided ch. 5 grant to Boston newspaper on grounds its principals had engaged in off-record talks with commissioners. Commission said, however, WHDH-TV could remain on air temporarily until it made new decision in case.

Porter criticizes news suppression

Decisions to suppress information are made by government attorneys rather than heads of agencies, former FCC Chairman Paul A. Porter told Federal Bar Assn. in Chicago Sept. 15. Appearing on panel at three-day convention in Conrad Hilton Hotel, Mr. Porter claimed "suppression is also felt to be easiest by some agency heads because disclosure might lead to criticism of the agency in Congress or show its inefficiency."

He held that government attorneys want to extend scope of information and favor fourth category of privileged or classified information—relating to "the interest of efficient administration."

Mr. Porter predicted courts eventually will recognize it but to "more limited" degree. He urged courts to adopt requirement that government state specifically why certain information should not be disclosed, noting judiciary trend toward greater privilege for government. Mr. Porter is now engaged in private law practice in Washington, D.C.

Ad week extended to 12-month basis

Advertising Federation of America board decided Friday to extend annual Advertising Week to year-round, continuing campaign. McCann-Erickson is task-force agency, kicking off campaign during previously announced Ad Week, Feb. 5-11. Emerson Foote, M-E president, is national plans chairman. George W. Head, advertising director of National Cash Register Co. is Ad Week committee chairman; Hugh Collett, executive assistant to AFA president, is campaign director.

Decision to extend Ad Week follows closely intensified pre-election program to improve advertising's image in eyes of legislators at all government levels, national, state and local.

Telemeter to stage technical test

International Telemeter Corp. asked FCC Friday for permission to set up six months' experimental technical test in Saugus, Calif. Company, developer of Telemeter system of coin box pay tv, estimated it would spend $46,700 on equipment and about $25,000 for operations. In addition it is leasing land at $250 per month. Purpose of test, ITC said in its application, is to test out new developments which have been incorporated in its system during last two years. It also wants to test transmissions in hilly terrain around transmitter site. It asked for 60.25 mc, with 1.25 w; 61.25 mc with 5 w, and 65.75 mc with 1.25 w. All these frequencies are part of ch. 3.

Telemeter system is method being used in Toronto system which began last February (see story on page 58). ITC is subsidiary of Paramount Pictures Inc.

For the birds

New use for fm multiplex subchannels — chasing starlings — was revealed to FCC Friday by Dwight Harkins, owner of Harkins Radio Inc., Phoenix, Ariz. Working with Bud Boudreau, Phoenix pipeline-and-pump man, Mr. Harkins has tested use of tape - recorded starling distress calls, with portable transistorized multiplex equipment broadcasting sounds over 1,000-acre field. Playback of distress sounds is described as having memory effect. FCC discussions were held preparatory to filing application for permit to use device. Mr. Harkins is former owner of KTYL-AM-FM-TV Phoenix.

Religious debate

Two clergymen will debate campaign religious issue today (Sept. 19) on KMOX St. Louis, CBS-owned outlet. Rev. Frank Kellogg, pastor of Maplewood Baptist Church, will debate with Father David Bayne S.J., research associate of Institute of Social Order of St. Louis U. and former dean of U. of Detroit law school. Topic will be "Should religion play a role in the presidential campaign?" Debate will be heard during *At Your Service* program, starting at 3 p.m. Transcript will be made available by KMOX, according to Robert Hyland, KMOX general manager.

WEEK'S HEADLINERS

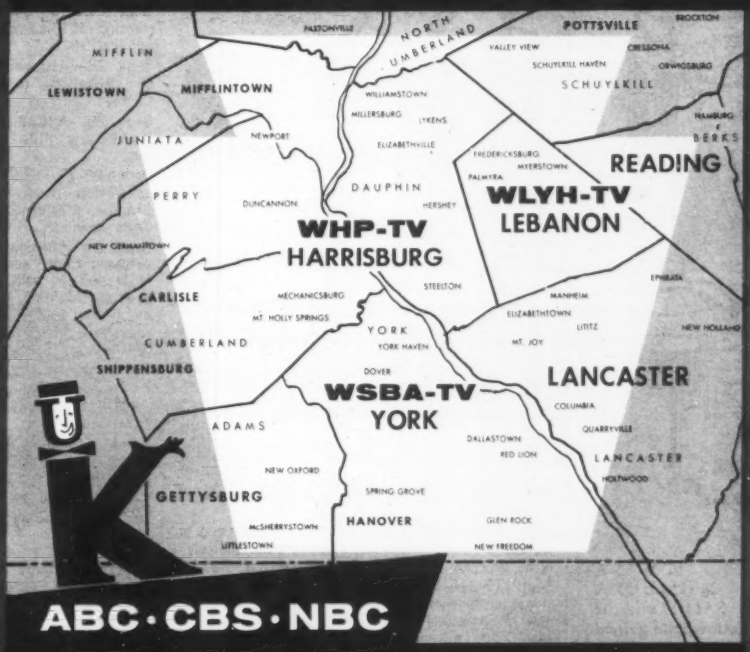
Alvin E. Unger, vp in charge of syndication at Independent Television Corp., joins UPA Pictures as national sales head. He is building sales staff to handle syndication of *Mr. Magoo* and *Dick Tracy*. He will headquarter in New York.

David C. Stewart, with Kenyon & Eckhardt for 15 years, most recently as executive vp and treasurer, elected president of agency in new top management alignment. Also affected: **William B. Lewis,** formerly president, elected chairman of board, succeeding **Edwin Cox** who becomes chairman of executive committee. Mr. Stewart was corporate officer and director of several companies in oil industry before joining K&E just after World War II, was elected secretary and general manager in 1947, named director in 1949, elected treasurer and member of executive committee in 1952, elected senior vp and treasurer in 1956. He has been chairman of K&E's management review board and member of plans board. He was elected to newly-created post of executive vp in 1958, in which capacity he was operations head of K&E.

George J. Abrams, who resigned last month as president and chief executive officer, cosmetics & toiletries division of Warner-Lambert Pharmaceutical Co. (BROADCASTING, Aug. 15), has joined The J.B. Williams Co. as vp effective Oct. 1. He will report to Matthew B. Rosenhaus, president of J.B. Williams (formerly Pharmaceuticals Inc.). Mr. Abrams was with several companies including Block Drug Co. (vp of advertising and sales) and with Revlon for four years leaving in February 1959 as advertising vp.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

The NEW Keystone Market...



Served BEST by the Keystone U's

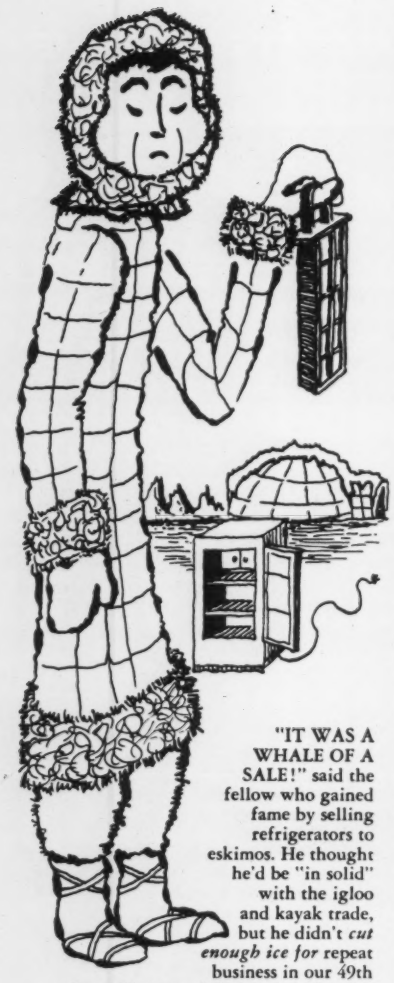
Harrisburg, Lebanon, Lancaster and York comprise the new Keystone Market in the Keystone State . . . served BEST by the Keystone U's.

The three Keystone U's, now available as a group buy with one billing, can deliver* more homes at lower cost-per-1000 than the VHF station in the market. Buy the Keystone U's . . .

WHP-TV
WLYH-TV
WSBA-TV

* ARB, Harrisburg, Lancaster, Lebanon, York, March, 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9736 or contact any of the following representatives: Bolling Co. for **WHP-TV**, Blair-TV Associates for **WLYH-TV**, Jack Masla & Co. for **WSBA-TV**.



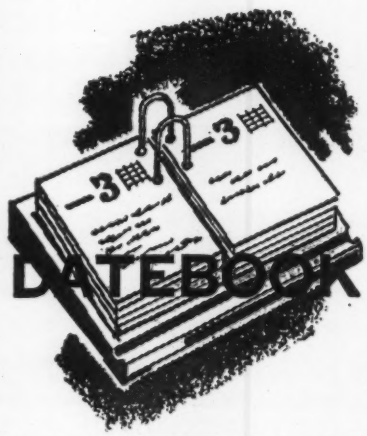
"IT WAS A WHALE OF A SALE!" said the fellow who gained fame by selling refrigerators to eskimos. He thought he'd be "in solid" with the igloo and kayak trade, but he didn't *cut enough ice for* repeat business in our 49th State. He learned that, unless the sales impact is delivered where it counts, the man who thinks in terms of steak must settle for whale blubber.

Whether you're selling refrigerators, rockets, or raisins in Kansas, KTVH delivers local programming impact where it is important. This exclusive CBS-TV affiliate for Central Kansas reaches the audiences that count, delivering The News at 6 P. M. and 10 P. M. and The Weather and Sports at 10:15 P. M. to more Central Kansas homes* than any other TV station. KTVH covers a GROWING market that is already more prosperous, more densely populated than Alaska. To sell Kansas . . . buy KTVH.

Nielsen, February, 1960

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS KTVH KANSAS
■ WICHITA AND HUTCHINSON ■



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

*Sept. 20—Academy of Television Arts & Sciences, Hollywood membership meeting. 8 p.m., Beverly Hilton, Beverly Hills, Calif. Steve Allen, Dr. Frank Baxter, Sheldon Leonard, Rod Serling, Bill Stout and David Susskind will discuss "Should Celebrities Be Seen and Not Heard?"

Sept. 20-21—Atlantic Assn. of Broadcasters annual meeting at Amherst, N.S.

*Sept. 21—Chicago Federated Advertising Club luncheon. Morrison Hotel. Jay Berry, vice president and general manager of Alexander Film Co.'s National Div., will show reel of top American and European film commercials from 1960 Venice Film Festival.

Sept. 21—Radio & Television Executives Society's kick-off newsmaker luncheon at the Grand Ballroom, Hotel Roosevelt, 12:30 p.m., features address by FCC Chairman Frederick W. Ford.

*Sept. 22—Assn. of Maximum Service Telecasters technical committee meeting at Washington, D.C., headquarters. Henry E. Rhea, director of engineering, Radio & Television Div., Triangle Publications Inc., Philadelphia, is chairman.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-23—Illinois Broadcasters Assn. annual meeting. Urbana-Lincoln Hotel, Urbana, Ill.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

*Sept. 21-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich. Speakers include FCC Commissioner Charles H. King and Arthur Schofield, assistant to the president of Peoples Broadcasting Corp.

*Sept. 23—Broadcasters Sales Seminar at U. of Missouri. Memorial Student Union, Columbia, Mo. Three sales and sales promotion symposiums will be held featuring leading Missouri broadcasters and agency representatives. Ben Wells, vice president and sales manager, Seven-Up Co., St. Louis, will be guest speaker.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

*Sept. 24-25—National Academy of Television Arts & Sciences, board of trustees meeting. Mountain Shadows Hotel, Scottsdale, Ariz.

Sept. 26—Hollywood Ad Club luncheon meeting at Hollywood Roosevelt Hotel. Awards made by Advertising Assn. of the West (BROADCASTING, July 4) will be presented to Hollywood winners.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28—ASCAP West Coast membership meeting Beverly Hills Hotel, Beverly Hills, Calif., 4 p.m.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y. Dr. Frank Stanton, president of CBS, will speak at second day's luncheon.

Sept. 29—Chicago Federated and Women's Advertising Clubs annual workshop clinics. Radio-tv clinics will be held each Thursday for eight weeks starting this date.

*Sept. 29-30—Assn. of National Advertisers advertising management seminar. Hotel Ambassador (West), Chicago.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

Sept. 29-Oct. 1—Alabama Broadcasters Assn. annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

Sept. 30—Minnesota Broadcasters Assn. annual convention. Leamington Hotel, Minneapolis.

OCTOBER

*Oct. 1—Virginia AP Broadcasters Assn. Patrick Henry Hotel, Roanoke.

*Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel, Rockford. Banquet speaker (Saturday): Len O'Connor, newsman-commentator of WNBQ (TV)-WMAQ Chicago. Also scheduled: panel discussions on small news operations; address by Bruce Dennis, program director of WGN Chicago and president, Illinois Broadcasters Assn., and appearances by Samuel Witwer, Republican candidate for U.S. Senator, and Otto Kerner, Democratic candidate for governor of Ill. (Sunday).

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual conference, Hotel Commodore, N.Y. Speakers include Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

*Oct. 5-8—Radio Television News Directors Assn. Annual international convention. The Queen Elizabeth, Montreal, Quebec, Canada. Among key speakers: FCC Chairman Frederick Ford, at Thursday (Oct. 6) luncheon, on "FCC and Broadcast News," and Lester B. Pearson, Nobel Prize winner and leader of the Canadian Liberal Opposition Party, Saturday (Oct. 8) awards dinner.

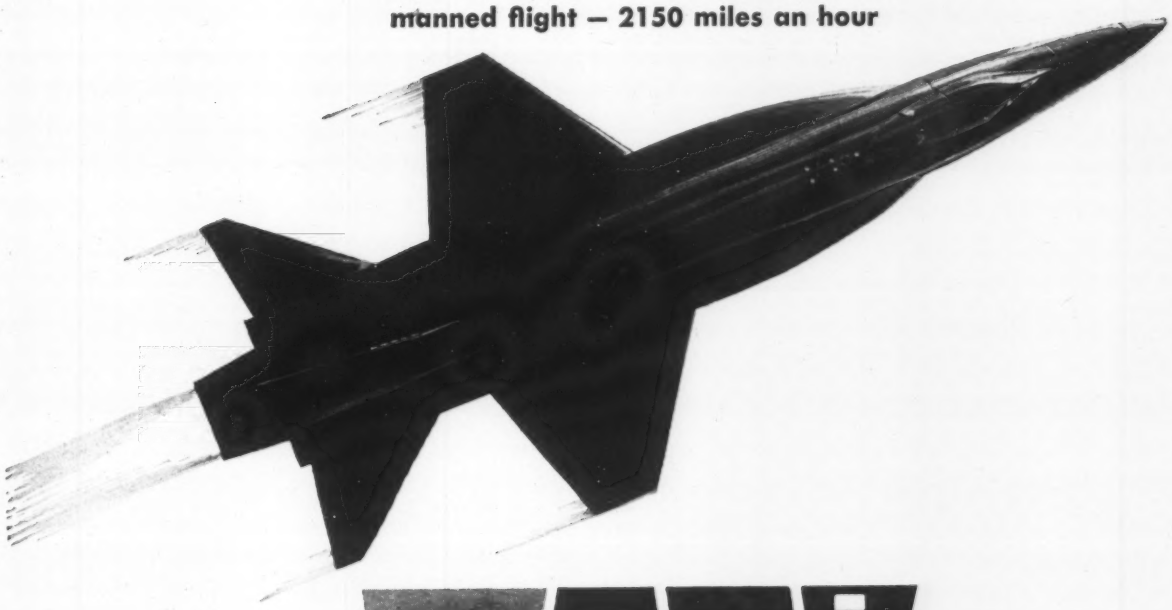
Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

*Oct. 9-11—North Carolina Assn. of Broadcasters

THE X-15
IS THE
PACESETTER
IN JET TRAVEL

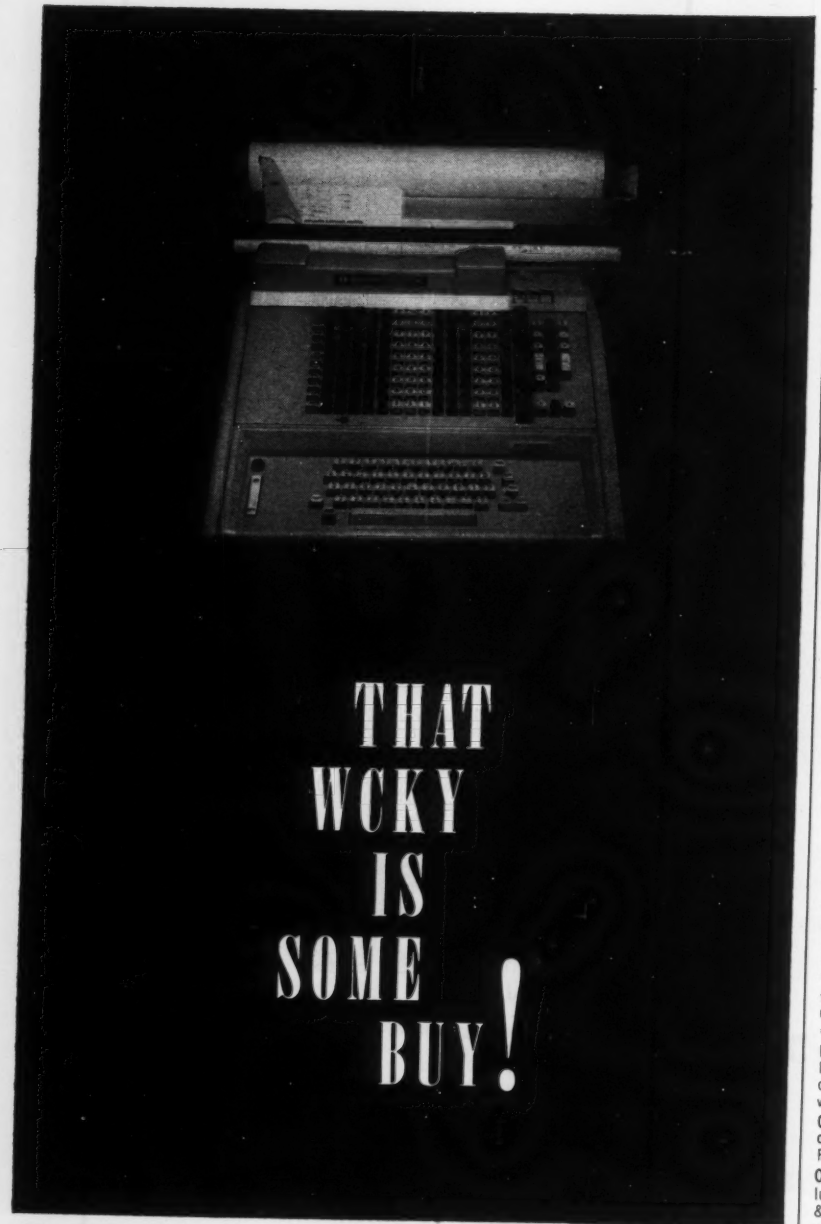
It established the record for the fastest manned flight — 2150 miles an hour



WSAI
IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI provides Cincinnati's most complete news service. It is the *only* Cincinnati radio station with radio-equipped mobile news units . . . it was the *first* Cincinnati station to use "beeper" reports . . . the *first* to editorialize . . . the *first* and *only* Cincinnati station to "review" the newspapers. In Programming . . . In Popularity . . . In Productivity . . WSAI is Cincinnati's PACESETTER Radio Station.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS **WSAI** – *Cincinnati;* **WPEN** – *Philadelphia;* **WALT** – *Tampa*



Punch it out on the calculator. Your proof's right there—huge circulation matched against low rates makes WCKY the cost-per-million buy in Cincinnati. Your AM Radio Salesman has the dollars-and-sense story on 50,000 WATT WCKY [redacted]

fall meeting. Battery Park Hotel, Asheville, N.C.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

***Oct. 10-13**—Fourth annual **Industrial Film & Audio-Visual Exhibition.** Trade Show Bldg., New York. Agenda includes closed-circuit presentations; speech by Robert L. Lawrence, president of New York production firm bearing his name on "What Makes a Selling Commercial?" screening of Venice Film Festival commercials and speech by producer Hudson Faussett on "Commercial Film Techniques Here & Abroad," and production workshop-luncheon by Radio & Television Executives Society on educational television, New York tv consultant Sol Cornberg, chairman.

***Oct. 11—Chicago Broadcast Advertising Club's** first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

***Oct. 13—National Assn. for Better Radio & Television,** annual institute for tv-radio chairmen. Los Angeles Chamber of Commerce Bldg, 10 a.m.-2 p.m.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 14—South Carolina AP Broadcasters. Columbia, S.C.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

***Oct. 17-19—Kentucky Broadcasters Assn.** annual fall meeting. Kentucky Dam Village State Park, Gilbertsville, Ky.

***Oct. 18—Assn. of Maximum Service Telecasters** board of directors meeting. Sheraton-Carlton Hotel, Washington, D.C. Jack Harris, vice president and general manager of KPRC-TV Houston, will preside.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

***Oct. 25—Colorado Broadcasters Assn.** general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.,** King Edward Hotel, Toronto.

***Oct. 27-28—Council on Medical Television's** "Teaching with Television: An Institute for Medical Educators." Tv fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 3-4—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

Nov. 5-6—Missouri Broadcasters Assn., Lennox Hotel, St. Louis.

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16—Broadcasters' Promotion Assn, annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other

C.R.C. ANTICIPATES RADIO'S NEEDS!

1ST WITH THE

The Holiday Series: saluting America's Best!
The Singing Clock: 720 custom time jingles — electronically cued!
Jingles of the Month: customized TOP-40 parodies!
The Trademark Series: unexcelled variety of thematic I. D.'s!

AND NOW

RADIO U★S★A

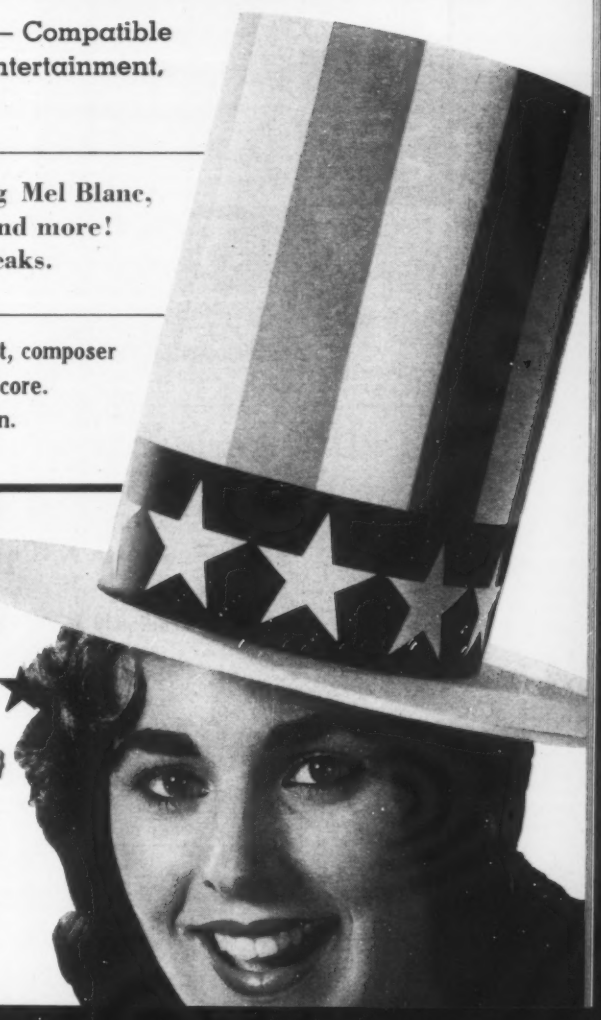
THE WONDERFUL WORLD OF MUSIC AND FUN!

INCLUDING

2020 Brilliant New C.R.C. Jingles — Compatible for AM or FM. Highlighting entertainment, service and fun!

2020 Hilarious vignettes — Featuring Mel Blanc, Hal Peary, Sterling Holloway, and more! Custom-Designed for zestful breaks.

2020 Exciting musical bridges by Don Elliot, composer of the fun-filled "Thurber Carnival" score. Complete, varied—refreshingly modern.



60 GREAT RADIO AIDS

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CALL OR WRITE

COMMERCIAL RECORDING CORPORATION

P. O. BOX 6726 ★ DALLAS 19, TEXAS
RIverside 8-8004

The nation's leading creators of quality musical productions

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
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EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

ORDER 1960 YEARBOOK, NOW!

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
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☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—**Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

***Nov. 17-18**—**Tennessee Assn. of of Broadcasters** meeting. Peabody Hotel, Memphis.

Nov. 18—**California Broadcasters Assn.** annual meeting, Fresno.

***Nov. 18-19**—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of SDX executive council Dec. 4.

JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York City.

Jan. 21-22—Ninth annual **Retail Advertising Conference**, Palmer House, Chicago.

***Jan. 23-24**—**Oklahoma Broadcasters' Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

FEBRUARY

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. LaCienega Blvd., Los Angeles 35, Calif. Convention will be held in Biltmore Hotel, that city.

***Feb. 4**—**Directors Guild of America**, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D.C.

AWRT Conferences

Sept. 23-25—**AWRT** southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—**AWRT** southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—**AWRT** New England conference, Springfield, Mass.

Oct. 7-8—**AWRT** Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—**AWRT** Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—**American Association of Advertising Agencies**, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—**AAAA**, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—**AAAA**, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—**AAAA**, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

This year more than ever
New York *audiences* are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
"network atmosphere"
during *prime evening hours!*
No other station provides this
kind of selling opportunity
in New York – Prime Time Minutes
in *so many* good looking programs.

the prestige independent with network programming!

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET McGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF'S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

where are your 60-second commercials tonight?

WPIX *new york*

MONDAY MEMO

from **JAY VICTOR,** *president, Jay Victor & Assoc., Newark, N.J.*

A rebuttal in behalf of radio

In this publication on August 22, L.S. Matthews, vice president of marketing services for Leo Burnett Co., Chicago, stated some thoughts he had about radio in his MONDAY MEMO, "How can radio be sold more effectively." He made one mistake. He stated them.

Of all the disadvantages that print has over radio, the most significant, I believe, is that sometimes print is read. This phenomenon takes on even greater importance when you're out to nail a guy with his very own words. You can then read and re-read what he said—tear each phrase apart as you'd dissect a fly and use the feet and wings of his own dismembered thoughts as clubs against him.

That's exactly what I intend to do with Brother Matthews. As a man who has worked in radio and with radio stations some 20 years, I have asked for "equal space" to pose a number of questions as an answer to Mr. Matthews because I earnestly believe that some of the things he said demand an answer—and fast.

Selling Proof ■ Mr. Matthews stated: "We need proof to show our clients that you can still do a selling job in radio with a 1950-sized schedule."

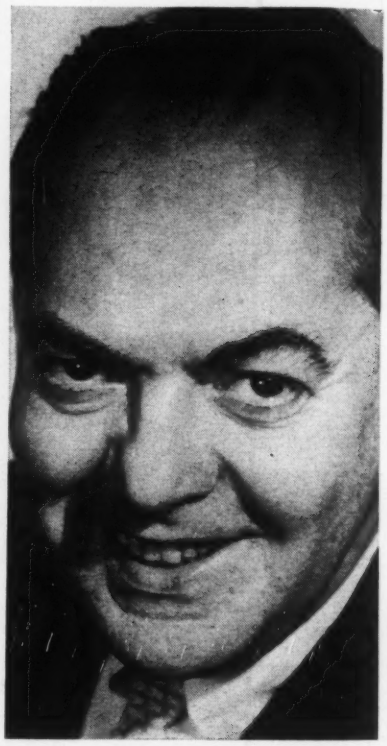
Let me ask—why? On what grounds of logic should radio have to produce 1960 results with a 1950 schedule? Does anyone demand this of other media? Could Leo Burnett Co. or any agency sell a 1950 car to a 1960 buyer? Could they sell a woman a 10-year-old dress with any schedule at all? Or is Mr. Matthews not aware that 1950 is dead? It is. Should he not, as a marketing man, be cognizant of the fact that different times demand different approaches to a selling problem? Is it not plain to any agency man that 1950 thinking will not work in a 1960 market? And certainly Mr. Matthews didn't intend to imply that his clients are so childish in their beliefs as to honestly expect this miracle.

Rate Cards ■ Mr. Matthews stated: "With few exceptions, you can't rely on a rate card any more."

Let me restate that more accurately: There *are* a few exceptions in radio where you can't rely on the rate card. Are there not a "few" people in every walk of life you cannot trust? Does this make all of us bad? Incidentally, does not this same "lack of reliance" obtain with a "few" marginal magazines as well? And a "few" newspapers? And a "few" tv stations to boot? Isn't there always somebody somewhere who will make "a deal"? Is it fair to stain the integrity of the great majority of honest managements with the actions of this "few"?

Mr. Matthews stated: "Radio is close to becoming a reminder medium—a supplementary medium to be used only on top of print or television or for short-term promotional purposes."

Isn't this kind of smug? Especially when you consider that radio is listened to on an average of 3 hours and 11 minutes every day by housewives—which far exceeds the total reading time of all newspapers and magazines combined. And may I ask—what medium by itself (used for a national product) is not a reminder medium? When an agency employs print, radio and tv in its media strategy, which "reminds" and which "sells"? And if the agency really knows, why is it wasting its clients money just "reminding" people instead of putting all of the budget into the area that produces the actual sale.



Jay Victor has operated his own advertising agency for the last 11 years. Before that he was a radio writer (starting shortly after graduation from Columbia U., New York, in 1928), playwright and freelance writer. Manhattan Merry-Go-Round *was one of the first of a dozen or so shows for which he wrote.*

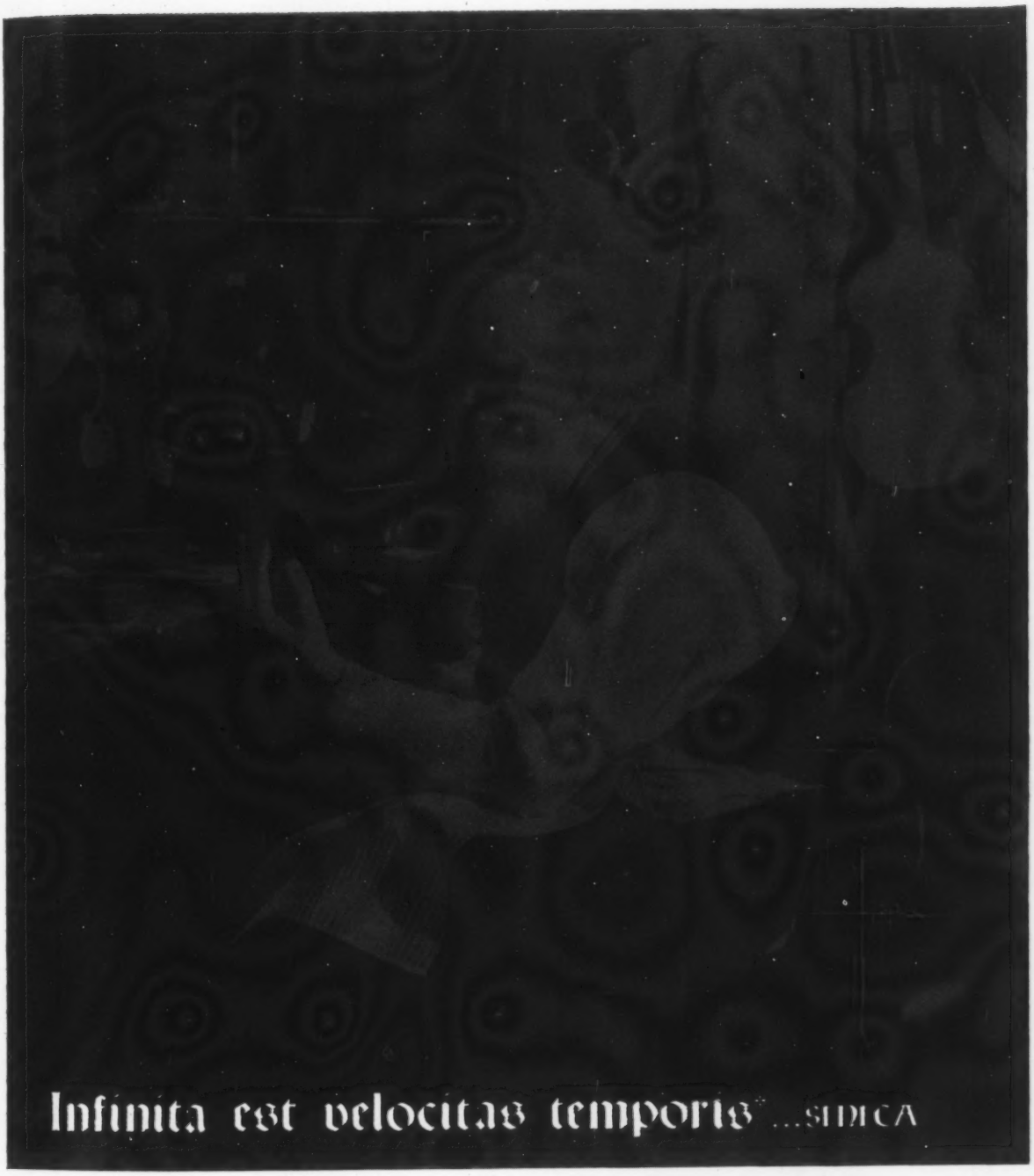
Field of Products ■ Mr. Matthews stated: "As long as radio is sold to us as a great mass medium where we can achieve high frequency of impact with relatively low reach at a low cost-per-thousand, it will be used only for products which require this combination of media values—and from a marketing standpoint this certainly narrows the field."

Narrows the field to what? To food, drugs, cigarettes, gasoline, automobiles and you name it? What can't radio sell today that it sold in 1950? Did it ever pretend it could sell a turbine to an engineer?

As for "low reach" I have some questions on that, too. How does Mr. Matthews figure it—on an individual spot basis? Is it fair to measure *Life* or the *Saturday Evening Post* on its weekly cumulative total against this sort of yardstick? Every statistic I've seen seems to prove that on the same cumulative basis, major radio stations in every major market reach from 50% to 80% of that total market in any given week. And we all know that although a magazine promises 5 million readers (plus 10 million more in a barber shop) that doesn't mean every one of them sees your ad. Aren't we doing real great in magazines if 30% of them note our message? In radio, the figures we get are of people who actually listen.

Programming ■ On the subject of programming, too, I have a question to raise. Mr. Matthews objected to the "town crier" type of radio—whatever that is. Isn't he showing his age? A 16-year-old can listen to this music by the hour. His nerves don't seem to frazzle as easily as ours. Yet doesn't he buy cigarettes and Coca-Cola and you name it?

I could go on but space is running out. Nor need I enter a defense of spot radio whose benefits are too well known to every buyer and seller of time. The reason spot is treated as a stepchild, in my honest opinion, is that it takes much more work to buy in the first place, and second, the actual bookkeeping and follow through involved just eat up too much time to make an exciting profit picture for the giant agencies in the field. Efforts are being made to solve these problems. Then independent radio can look ahead to an even greater future than before.



In the Maryland Market, nearly 700,000 television homes mark TIME in the swift clocks of commerce and industry. Here thrives one of the world's largest steel mills, one of the nation's leading chemical centers, a center of clothing manufacture, a center of the graphic arts, a multiplicity of mercantile activities that naturally ensue in the nation's second largest seaport—handling over 22,424,464 long tons annually, the production of aircraft and missiles, the fabrication of automotive components and many other activities vital to the economic welfare of our nation. These people are the producers of goods and services, the measure of whose effectiveness is accomplishment in TIME.

For these same 700,000 television homes, WBAL-TV charts TIME's deliberate and constant speed carefully each day with an elaborate and varied program schedule designed to meet all their needs for relaxation, for entertainment, for information.

"Infinitely swift is the velocity of TIME . . ." the philosopher says. At WBAL Television 11 in Baltimore, YOU keep pace in the Maryland Market.

NBC Affiliate / Channel 11 / Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*INFINITELY SWIFT IS THE VELOCITY OF TIME . . . *Seneca*

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV
1959
duPont Award
Winner

A little digging will show you just how important Nebraska's *other* big market — Lincoln-Land — really is. A little more will show you how *well* and how *economically* it is covered by KOLN-TV.

Latest Nielsen credits KOLN-TV with 57,000 TV homes during prime 6 to 9 p.m. viewing time. Compare that with *any* Omaha station. Then compare cost-per-thousand figures to round out the picture.

Ask Avery-Knodel for the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

OPEN MIKE®

Compliments L. S. Matthews

EDITOR: The MONDAY MEMO of Aug. 22 (page 14) by L. S. Matthews of Leo Burnett Co., Chicago, "How can radio be sold more effectively?", is a sound, analytical piece that should be read in every agency media department.

In hailing the trend away from certain types of radio, he gave an indirect vote of confidence to the kind of foreground, community-centered radio which KCBS and the other CBS-owned radio stations have consistently followed. We know well how to achieve "boxcar ratings," but we believe this has often been done without regard to either the kind of listening (background) it induced or the commercial atmosphere it provided.

The consistent comments we receive about KCBS, from people who recognize it as the most aggressive station in the Bay Area, convince us that every market needs one or several stations which don't live or die by their musical format.

Our new "Dimension" concept of local radio goes one vital step further in adding excitement and interest to our daily programs. We think it is genuinely the radio of the future. It is, however, the kind of radio a local station cannot hope to develop for itself.

Our mail response which indicates how vital our kind of radio has become in the lives of our audience, our sales successes (many of which are based on limited, not saturation, schedules), and our important position in the community are all proof that there is much more to measuring radio than just audience ratings or cost per thousand.

Thank you, Mr. Matthews, for your endorsement of the many strengths of good radio.—*Maurie Webster, Vice President and General Manager, KCBS, San Francisco.*

[But Newark agencyman Jay Victor in this week's MONDAY MEMO disagrees with some of Mr. Matthew's views. See page 18.—THE EDITORS.]

Clear channel issue

EDITOR: Robert J. Miller is completely misinformed on the clear channel issue

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Your big PLUS in Charlotte

Now 5000 watts on 930 kc

More power, prime dial position—in the heart of the Carolinas' greatest market

Now AM/FM simultaneously

Two stations for the price of one with high-quality adult audience programming

Now over 2,500,000 people

in the 43-county WSOC listening area—over a half-billion dollar retail sales!

WSOC radio

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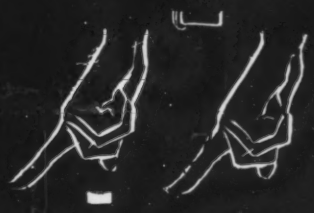

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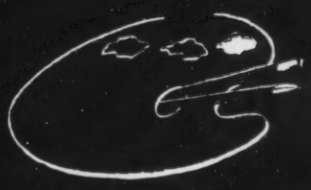

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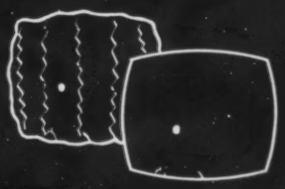

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in his letter published in BROADCASTING, Sept. 12, page 22. His statement that a listener "should be able to receive a good signal from all 24 [clear channels] since they justify sole possession of the frequency by claiming national coverage" demonstrates abysmal ignorance of fundamental engineering.

The necessity for unduplicated nighttime operation on the clear channels arises not from the fact that each clear channel station claims "national coverage," but from the fact that the vast "white areas" today served by clear channel stations would be severely limited by nighttime duplication. Mr. Miller closes his eyes to the fact that exacting engineering realities and not "abstract arguments" demonstrate that over 25.5 million rural and small town Americans, residing in over half the land area of the U. S., depend upon clear channel stations for their *only* nighttime radio service and that additional millions must necessarily rely on such service for a nighttime choice of programs.

There is a compelling need for the improvement in the clear channel stations' signals in these underserved areas, not a deterioration.

As the only radio voice that is available to these millions of Americans at night, clear channel stations are an indispensable national asset and vital to the building of unity and our national defense.—*Gayle Gupton, Director, Clear Channel Broadcasting Service, Washington, D.C.*

PLAYBACK®

QUOTE WORTH REPEATING

When columnist Tony Burton of The Knickerbocker News *in Albany, N.Y., wrote a scathing rebuke of television for alleged lack of responsibility and poor programming, it quickly drew rebuttals. One came from David Rosen, assistant to the general manager, WAST (TV) Albany, and was printed by the* News:

We in the broadcasting industry are well accustomed to the intemperate accusations that have been levelled against us since the initial days of commercial radio, and we are resigned to the fact that as long as the press feels that broadcasting is invading the provinces of advertising and public influence, these attacks shall continue.

The broadcaster's first reaction is usually to hurl back at the newspaper the same type of accusation pointed at himself. The tendency is to call attention to the emphasis on sensationalism, sadism and sex on the pages of our nation's papers and to point to the circulation builders such as "Jumbo Jackpots" and television supplements. This in most instances, however, does not absolve the broadcaster of his shortcomings, nor does it instigate any vision could be knocked apart reformation in the press. Therefore, I shall not dwell on this.

I should like to address myself therefore, to one point which seemed to underlie Mr. Barton's article, the fact that he believes the sole concern of the television industry is making money.

Television stations are licensed by the FCC to operate "in the public interest, convenience and necessity." I am sure that the commission in considering this requirement is mindful of the total public as well as minority groups within it. In our society which is burdened today with automation, mass conformity and uncertainty as to the future, entertainment serves a valuable function. For when we stop laughing or being able to lose ourselves in a dream world for a short while out of each day, we shall become automatons without freedom of movement of thought. If on the other hand, we neglect the realities of the world, the same result will occur.

Minority Not Neglected ■ If the critic will carefully and objectively examine television as it is today, he will find that we are providing for the "public interest, convenience and necessity" by

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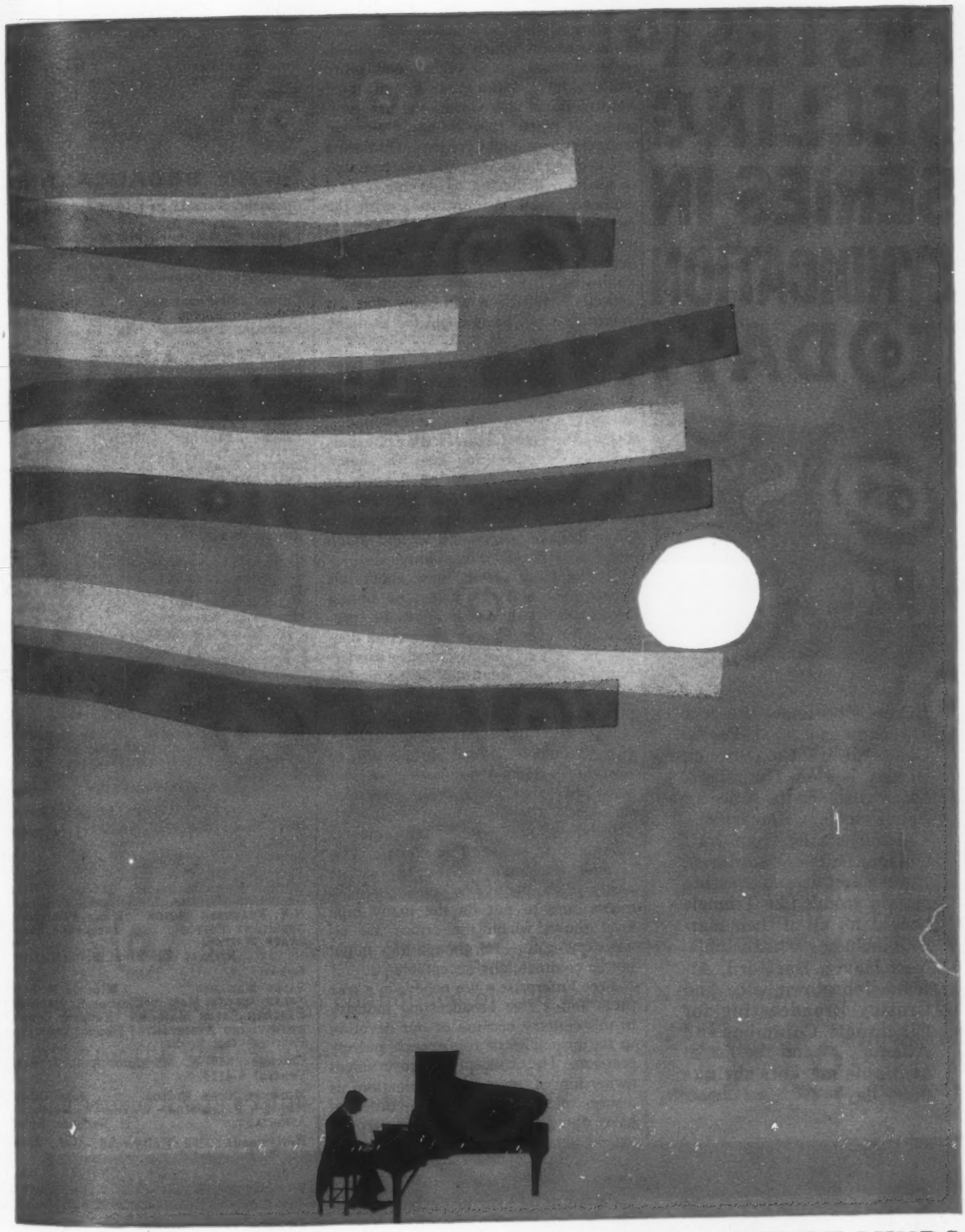

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offering a schedule which includes both entertainment which is easily digested, entertainment on a higher and more cultural level, and a great deal of news, informational and educational programming. It is true that the easily digested entertainment might predominate during the evening hours, but it is also true that a medium dedicated to serving a total audience must be concerned with the needs and desires of the majority in order to properly serve the public interest, providing this is not done to the exclusion of the minority. An unbiased, objective evaluation will show that the minority is not being neglected as many assert.

The person whose tastes differ from those of most is protected first by his intellectual integrity which permits him to turn to other pursuits, and secondly, by the set manufacturers who put dials on the set permitting him to switch channels or turn the set off. I know of no circumstances such as Mr. Burton alluded to which requires a person to sit in front of a television set and watch what does not appeal to him.

To be more specific now about this question of making money, no honest broadcaster would say, that he programs the evening hour such as he does solely to perform a public service. Naturally, he is interested in the income that will accrue to him by giving the public what it wants. But let's stop being naive and immature about this. It is this income which permits him to operate 18 hours a day instead of four since the large majority of programs throughout the day are put on at great expense to him without any income coming in to balance this expense. This income also permits him to operate costly news and public service departments, and to put on the many high level shows which the critics are always crying for even though they might not be commercially acceptable . . .

Free Enterprise ■ We believe in a free press and a free broadcasting industry in this country because of our devotion to the principles of free speech and expression. The concept of government ownership of mass communications is distasteful to most of us. In order to have our principles of free enterprise extend into the areas of communications, it is necessary to permit those who risk their capital in these areas to get a return on their investment as people do in all other industries in our economy. If one disagrees with our free enterprise system, he should have the courage to discuss it in its proper context and not in a discussion of television programming. If he accepts it, he should be willing to face the economic facts of life inherent in this system, and should be willing to recognize its attributes as well as its shortcomings. . . .

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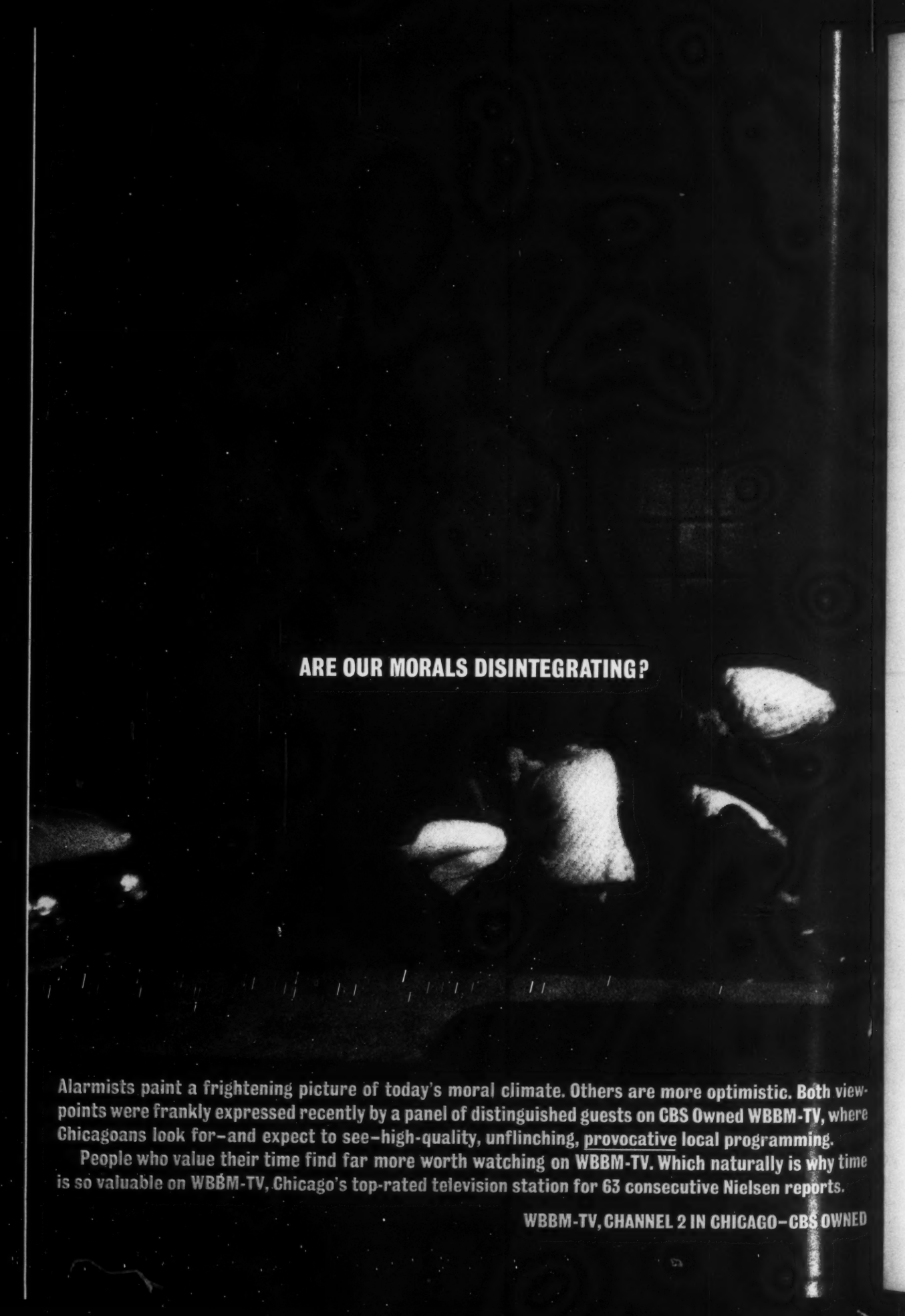


Alarmists paint a frightening picture of today's moral climate. Others are more optimistic. Both viewpoints were frankly expressed recently by a panel of distinguished guests on CBS Owned WBBM-TV, where Chicagoans look for—and expect to see—high-quality, unflinching, provocative local programming.

People who value their time find far more worth watching on WBBM-TV. Which naturally is why time is so valuable on WBBM-TV, Chicago's top-rated television station for 63 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 19, 1960

Vol. 59 No. 12

HALF HOUR CUT FROM OPTION TIME

FCC adopts new rules to loosen network control of schedules

The FCC by a split, 4-3 vote on Friday ordered television networks to lop off a half hour from option time for each of the four segments of the broadcasting day.

It issued a final decision on the proposal it first advanced in April 1959.

The order, however, relinquished one proposal which also had been opposed by networks and affiliates.

This was to count straddle programs —those that begin in station time and run into option time, or vice versa— as all in option time.

The commission said in last week's order that it had determined this would not work. It withdrew the recommendation.

Four members of the commission voted for the issuance of the order. They were Commissioners T.A.M. Craven, Robert E. Lee, John S. Cross and Charles H. King.

Dissenting were Chairman Frederick W. Ford and Commissioners Rosel H. Hyde and Robert T. Bartley.

The nub of the dissent was that the commission had no right to find that option time practices were "reasonably necessary" to successful network operation. The trio expressed the feeling that deletion of all references to option time from the rules would permit greater competition and result in better broadcasting. They also expressed the fear that FCC endorsement of option time might inhibit antitrust attack by the Department of Justice.

Commissioner King issued a concurring opinion in which he declared he was making no judgment on the legal question, but only voting as between continuing the present three-hour limit on option time and reducing it to two-and-a-half hours.

Nets Unhappy ■ Network officials expressed dismay at the news, but ventured conflicting opinions as to how the reduction in option time would affect them. They had not seen the order when they were queried.

One spokesman said it "probably won't hurt us, but it might." Another said: "It probably will hurt us, but then again it might not."

There seemed general unanimity that no appeal will be taken from the commission's order.

None of the network sources knew for sure just how the networks would put the order into effect. The consensus seemed to be that 30 minutes would be deleted from present three-hour option agreements with affiliates either at the front end or the rear of the segments.

Film syndicators and other independent program packagers were cautious in their reaction, but obviously considered the action a move in the right direction.

This is what the order, which applies solely to stations and is effective Jan. 1, 1961, does:

■ Forbids a station to option more than two-and-a-half hours to a network in each segment of the broadcast day.

The broadcast day is divided into four segments: from 8 a.m. to 1 p.m.; from 1 p.m. to 6 p.m.; from 6 p.m. to 11 p.m. and from 11 p.m. to 8 a.m.

■ Requires networks to give affiliates 17-weeks notice before pre-empting option time, in the cases where the affiliate has a firm, written contract for the time on a spot basis. The affiliate has no contractual non-network program in the time.

The present rule requests not less than 56-days notice before a network can take possession of option time.

■ Permits affiliates to reject network programs as unsuitable for local audiences, even after a series has started, and permits affiliates to substitute a more suitable local program for a network progam when the licensee believes it is in the best interest of his audience to do so.

Under present practice, stations may only reject a network program when a series is first offered. Also a station may only pre-empt network time for an "outstanding" local program.

As it did last year when it issued the proposal, the commission based its action on its determination that option time is reasonably necessary to successful network operation and in the public interest.

Antitrust Issue ■ In its final order, the Commission took cognizance of arguments, particularly by KTTV (TV) Los Angeles and the Dept. of Justice, that option time violates the antitrust laws.

It added, however:

"[The commission] is loathe to strike

CRAVEN

LEE

CROSS

KING

HYDE

FORD

BARTLEY

Close decision ■ It was a split FCC that put out the option time rule last week and the split went to the heart of the practice: its legitimacy under the antitrust laws. The majority, comprising Commissioners Craven, Lee, Cross and King, voted to put out the order with the finding that option time was "reasonably necessary" for networking and in the public interest—although Commissioner King specifically stated he was not making a judgment on this question. The opposition, Commissioners Ford, Hyde and Bartley, took the view that option time is not required, that the majority's findings were not bolstered by sufficient arguments, and that regulation along these lines foreshadows more and more regulation —all to the detriment of the principle of free and open competition in broadcasting.

THE NEW RULES FOR TV OPTION TIME

Here is the text of the revised regulations issued last week by the FCC to govern television network option time. The rules become effective next Jan. 1.

Section 3.658(d) and (e) of the Commission's Rules is amended to read as follows:

§3.658 Affiliation agreements.

* * *

(d) **Option time.** (1) No license shall be granted to a television broadcast station which options for network programs any time subject to call on less notice than is required by subdivisions (i), (ii), and (iii) of this subparagraph.

(i) In no event may a station subject its time to call, under an option, for a network program to commence earlier than four weeks after notice of exercise of the option.

(ii) If a station has a written contract with one or more advertisers pursuant to which a non-network program series is being broadcast the time so contracted shall not be callable under an option held by a network until the earlier of (a) the end of a 13-week waiting period or (b) the end of the program series so contracted.

(iii) If a station has entered into a written contract with an advertiser or advertisers for the broadcast of a non-network program scheduled to commence no later than four weeks after the network exercises its option for the same time segment, the network may not under its option require the station to substitute a network program until the earlier of (a) 13 weeks from the commencement of such non-network program or (b) the end of the program series so contracted.

(iv) If the station has contracted with more than one advertiser for the program series, the end of the program series for the purposes of this section shall be the latest of the several contract termination dates.

(2) No license shall be granted to a television broadcast station which options for network programs more than a total of 2½ hours within each of four segments of the broadcast day, as herein described. In determining the number of hours of option time, any network program which begins during the hours agreed upon by the network and stations as option time and extends into non-option time, or which begins during non-option time and extends into the hours agreed upon as option time, shall be considered as falling entirely outside option time. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. (These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa). Time options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(3) As used in this section, an option is any contract, arrangement or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to

down a practice of such long standing in the broadcast industry in the absence of a judicial determination as to its validity or invalidity under the antitrust laws. And so, having found in the area of its own expertise that option time is in the public interest, the commission is bound in this proceeding to consider the modification of its rules limiting the practice in order to encourage the larger and more effective use of television."

It then continued:

"The views here expressed are in no way intended to be a determination on the issues of legality of the option practice under the antitrust laws. In this instance, the action taken herein cannot bind other agencies directly concerned with the adjudication of antitrust questions nor frustrate a subsequent determination by a court of competent jurisdiction on the relationship of the antitrust laws to option time."

In answer to objections to cutting down on the option time length, the commission said that the move will pose no serious threat to "continued successful network operations." It will "make a significant affirmative contribution to the affiliates' freedom of program selection and the competitive opportunities available to non-network elements in the television field."

The commission admitted, however, that reduction in option time may affect station clearances and that "a certain amount" of checkerboarding and erosion may occur.

Checkerboarding is a term used by networks in describing what takes place when they cannot gain clearances for their full program service at the same time and with all affiliates.

Multi-Million Dollar Loss ■ The impact of the loss of 30 minutes of network broadcasting was put into dollars and cents by the networks when they filed comments on this subject earlier. CBS and NBC estimated that loss of a half-hour each evening for a year would cost each of them $9.2 million in revenues for the year. ABC estimated a loss of $4.5 million in gross profits in the same predicament.

The FCC originally wanted to establish a definition of straddle time programs which would have counted the full program against option time.

The purpose of the move was to prevent networks from extending option time by commencing a program in station time, or carrying a program which begins in option time into station time.

The commission decided to drop this proposal when it realized that it wouldn't work out the way it was supposed to. If a program began in station time and carried over into option time, the FCC report concluded, the station would be required to drop from option time a period equal to the amount of outside option time it was carrying the network program. But since this would be well within prime evening time, for example, and the network programs would be prime programs, the station would desire to continue carrying network programs in this time.

Therefore, the FCC reasoned, its proposal on straddle programs would actually limit a station's freedom.

The new rules do not apply to radio, but the commission said it would keep radio network-station relationships under review.

Dissenters Stand on Law ■ The three commissioners who dissented took the position that the commission's action on option time gives approval to this practice.

The dissent was written by Commissioner Hyde and concurred in by Commissioners Ford and Bartley.

The finding that option time is reasonably necessary to successful network operations and in the public interest is not justified, the dissent stated.

"We do not believe that networks and affiliates operating as they do in a relationship of interdependence and mutual advantage cannot and do not

utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time. All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

(e) **Right to reject programs.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which, with respect to programs offered or already contracted for pursuant to an affiliation contract, prevents or hinders the station from (1) rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable or contrary to the public interest, or (2) substituting a program which, in the station's opinion, is of greater local or national importance.

maintain this relationship without the use of option-time arrangements.

"In most instances, network affiliation is eagerly sought by stations as essential to successful station operation; and networks as a matter of definition cannot exist without station outlets.

"This mutuality of interest provides substantial assurances that without option contracts there would be clearances of time necessary for successful operation."

The dissent also raised doubts as to the legal theory on which the majority based its action. The commission has not justified its assumption that option time is not a violation of the antitrust laws, the dissenter said.

But beyond this, the opposition declared, is the fundamental issue whether the broadcasting industry should operate "under traditional concepts of competition which the antitrust laws are designed to foster, or whether it should be subject to a system of increasing governmental regulations . . ."

The dissent added:

"When the commission undertakes to sanction the protection of networking because it considers protection provided by option time reasonably necessary, it must inevitably find it is more and more deeply involved in regulating the terms and conditions under which stations make their program choices. Regulation may well be required to provide adequate access for local and national programs during prime viewing hours. This indicates a trend toward a system of commission rationing of station time among competing applicants. The type of regulation which has been approved points to still more regulation. . . ."

Barrow Report ■ The legal position of option time was found shaky by the Dept. of Justice several years ago. At one time Justice called option time "a violation of the antitrust laws *per se*. In February 1959, when the FCC sent over its proposed order on option time rulemaking, the Justice Dept.'s antitrust chief, Victor R. Hansen (who later resigned) repeated its opinion, but in softer terms: He said he thought option time runs "afoul" of the Sherman Antitrust Act.

In issuing its final order on the subject, the FCC turned down various alternative proposals submitted by National Telefilm Assoc., Spot Representatives Assn. and Westinghouse Broadcasting Co.

The option time proposals originated in the 1957 Barrow Report. This was the television network study headed by Roscoe Barrow, dean of the U. of Cincinnati Law School. The report found that option time violated the Sherman Act and recommended that it be abolished.

In the spring of 1958, a hearing on the whole gamut of the Barrow recommendations was held before the FCC. Virtually all witnesses testified to the importance of option time and the serious impact on networking its prohibition would entail.

Network Reaction ■ Networks and film companies were generally hesitant about discussing the option time ruling or its possible effects, pointing out that they had not yet seen it.

There was widespread speculation, even among network sources, that the decision would not be appealed. Legal authorities thought it would be hard to find a basis which offered much assurance of success.

An appeal, they said, would have to prove that the FCC's decision was arbitrary, unsupported by evidence and unreasonable—and this would require an appellant to show, in effect, that there was some special magic about three hours that did not apply to two and a half.

Another expert thought the pertinent issues were so much alike that Supreme Court Justice Felix Frankfurter would need only to dust off his famed decision in the chain-broadcasting case in 1943 to make it equally applicable to an appeal in this one.

Moreover, it was noted, the Justice Dept. could be expected, in event of appeal, to get into the case and argue its already announced contention that all option time violates the antitrust laws.

Where to Cut ■ Richard Salant, vice president of CBS Inc. and frequent spokesman for its tv network in Washington hearings, said CBS-TV remained opposed to any cut in option hours. He said the network could not decide whether to appeal until it has seen the actual decision. As to possible effects such a curtailment would have on network operations, Mr. Salant said they were "so horrible to contemplate" that the network had not considered what it would do should the decision be made and stick.

If the ruling does stick, the networks will have three principal options that they might pursue in renegotiating with affiliates: (1) cut a half-hour off the beginning of option time, (2) cut it off the other end, or (3) take it out of the middle. Actually, they might have other choices—for instance, each network might try to negotiate different periods with different affliates—but variations of this sort were considered unrealistic from the standpoint of offering advertisers uniform clearances.

The possibility that a network might return to the stations a half-hour within the present three-hour option span—making option time run, for example, from 7:30 to 9 and from 9:30 to 10:30—also was considered unlikely.

Generally speaking, NBC's evening option time is 7:30-10:30 p.m., while CBS's and ABC's are 8-11. Nobody knows what it might become under FCC's ruling, assuming it stands but there was some speculation that "8 to 10:30 sounds like a reasonable bet."

Film syndicators, like the networks, were reluctant to comment on the decision, although they have been among the chief advocates of option time limitations. Obviously they considered it a move in the right direction and thought it would expand the market for their programs, but they said they did not feel they could comment before studying the decision itself. Some also said their reluctance to comment lay at least partially in the fact that networks are now substantial customers of the syndicators and that accordingly they did not wish to open old wounds needlessly.

The option time issue was opened in March 1956 when Richard Moore, president of the independent KTTV (TV) Los Angeles, argued before the Senate Commerce Committee that option time was an antitrust violation. Later that year the House Antitrust Sub-committee heard Mr. Hansen, then antitrust chief of Justice, agree with Mr. Moore's point. Some film syndicators also advanced that view.

FASHION FINDS PLACE IN TV'S SUN

Retailers find tv fashion shows pay off at the cash register

Women's fashions, a late bloomer in television, is flowering in New York and at scattered other points. The Seventh Ave. trade press is hailing the development and Television Bureau of Advertising is looking for an epidemic of fashion parades. Production costs are going into the hundreds of thousands.

In New York last week, three department stores rushed to the cameras with fall-winter imports, and the same thing is going on in Dallas, Atlanta, Los Angeles, Milwaukee and Portland, Ore.

It looks as if a new show species has evolved, the fall and spring fashion special. Early characteristics of the burgeoning form: A half-hour of local prime time showing Paris-Florence imports (originals and adaptations) on live mannequins, sometimes in colorful settings and always "commentated" by a host-hostess team.

Not that this is the idea form, although recognized in the trade as one of the more successful tried so far by retailers, many of whom have been slow and experimental in adapting to the television environment. TvB's Howard P. Abrahams, vice president-director of retail sales, believes retailers might have even more success with a quarter-hour show heralding each of the four big selling seasons: pre-Easter, pre-vacation, back-to-school in late August and holidays in late November.

Forerunner ■ It was a half-hour show, however, that Macy's produced and WNBC-TV New York sold to a cigarette sponsor last March. So when other retailers leaped into the tv act this season, it was with the half-hour special. It was the "sensational" retail success of the spring Macy's show that became the pattern, as the trade took national notice and TvB spread the story.

The fashion trio on the New York dial last week were (in chronological order) *Fashion Is News,* Sunday (Sept. 11) on WNBC-TV, 10:30-11 p.m.; *Alexander's Fashion Imports: France and Italy,* Tuesday (Sept. 13) on WCBS-TV, 8-8:30 p.m., and *Paris Fashion Show* on WABC-TV, also Tuesday, 10:30-11 p.m. Generally they were considered a rating success against network competition.

Sponsors and agencies respectively: *Holiday* magazine through BBDO (Macy's packaged the show), Alexander's department store through Henry Bach Assoc. and Ohrbach's department store through Doyle Dane Bernbach.

The color tape of *Fashion Is News* is being played again tonight (Sept. 19) at 10 by WSB-TV Atlanta, where Macy's owns the Davison Paxon store, which in this case sponsors *Fashion Is News* itself. Ohrbach's imports will be seen again next week, sponsored by the house's Los Angeles store on KABC-TV there, Thursday (Sept. 28), 10-10:30 p.m.

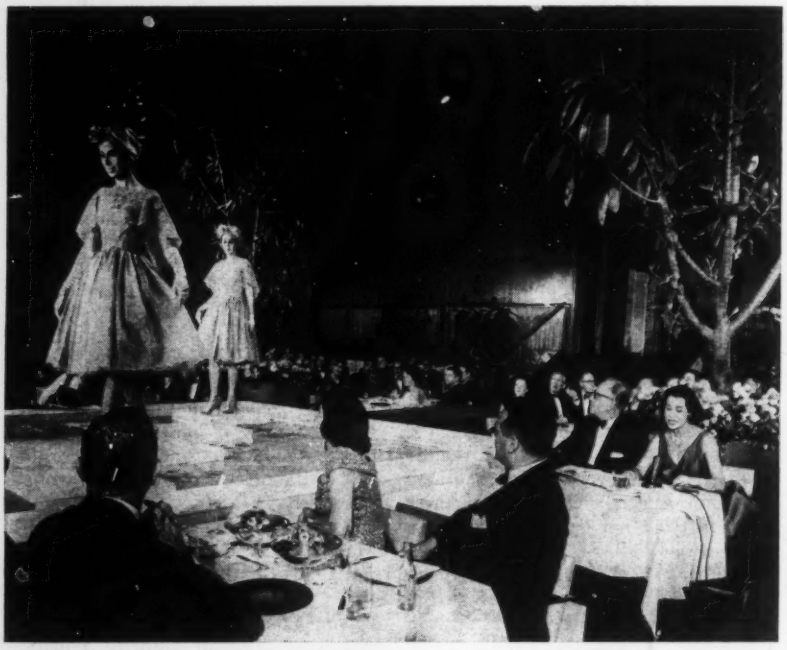
In spite of a hurricane that in one case interfered with post-show shopping and in another with pre-show production, initiators of the electronic salon shows generally seemed pleased.

Everybody Happy ■ Macy's, back into production of its second color fashion package in six months, said it was very pleased with results in the store, despite hurricane-depressed conditions the next day which discouraged shopping. The event unveiled originals and Macy's copies of gowns by Balenciaga, Givenchy, Monsier X, Gres, Ricci, Cardin, Fabiani, Capucci and others in France and Italy. Macy's merchandised the show in newspapers and throughout the store.

Sponsor *Holiday* used *Fashion Is News* to offer a booklet, "What To Wear Where." While the actual pull was not announced, a spokesman for the BBDO agency said those involved with the sponsorship were very happy with the promotion. The last WNBC-TV color introduction of Macy's imports, *Fashion First,* was a spring preview, Sunday March 13, 10:30-11 p.m., sponsored by Alpine cigarettes through Doyle Dane Bernbach.

Wednesday Sales ■ Alexander's WCBS-TV show produced an immediate, big response in stores, Milton Hertz, account supervisor at Henry Bach Assoc., said after the program. Sales success of the tv debut points definitely to another show in the spring. Unlike the two other dress specials, Alexander's show advertised prices, offering store adaptations of Paris and Florence originals with tags starting at $29.95 for dresses, $49.90 for coats and suits from $55, all ranging upward.

The Alexander's mannequins modeled creations of Givenchy, Ricci, Cardin, Lanvin-Castillo, Fabiani, Capucci, De Luca and others in the new terminal of Pan American World Airways at International Airport, Idlewild, Long Island. The job, which according to one



'Holiday' wear ■ Merchandise by Macy's, showcased at New York's Four Seasons restaurant and sponsored by *Holiday* magazine (through BBDO) on WNBC-TV New York Sunday, Sept. 11. Models, one wearing an imported original and the other wearing Ohrbach's "translation," pick their way across a watery runway as Melvyn Douglas and Kitty Carlisle (r) report.

WSYR-TV

PLUS!

WSYE-TV

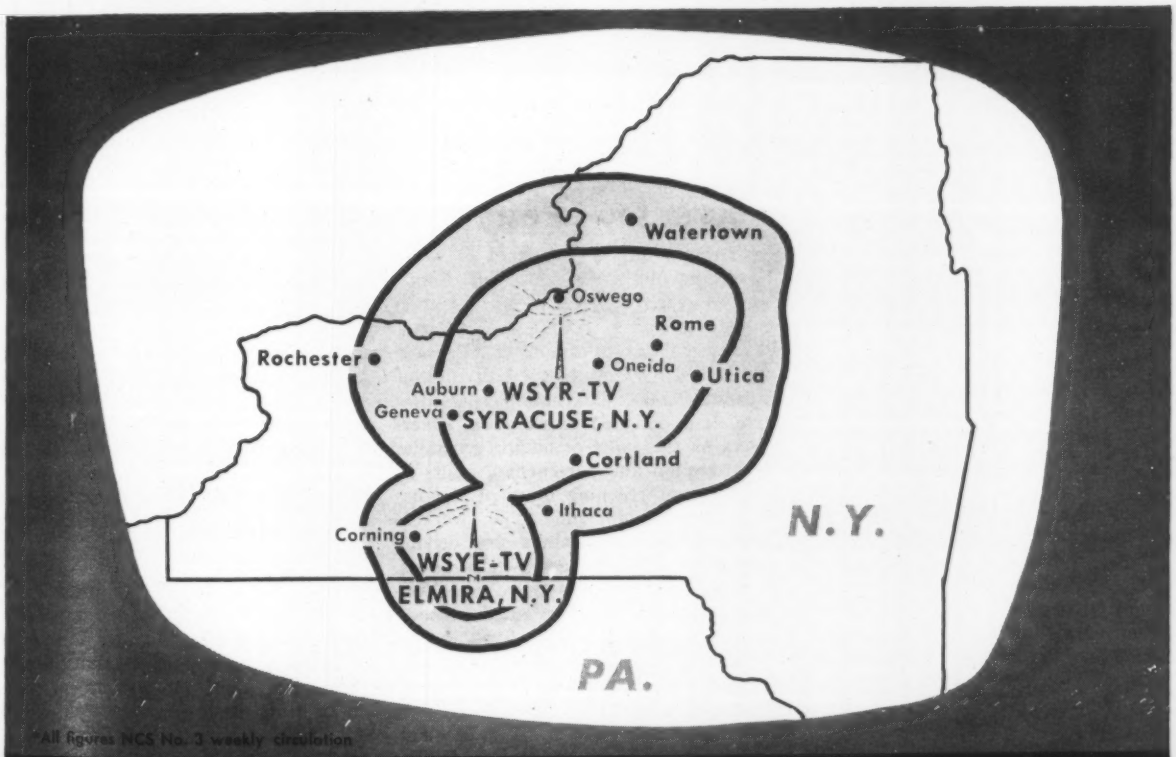
DOMINATES CENTRAL NEW YORK

•

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

•

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR



*All figures NCS No. 3 weekly circulation

WSYR • TV

NBC Affiliate

SYRACUSE, N. Y.

Channel 3 • 100 KW

Plus WSYE-TV channel 18
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

source must have cost upward of $30,000 for production alone, was produced by CBS Television Production Sales on a crash taping schedule between Sunday and Tuesday night, complicatd by the hurricane (the original script was "washed out" and had to be rewritten) and West Coast commitments of the program host and hostess, Robert Sterling and his wife Anne Jeffreys. Neal Wilder produced, Michael Levin and Lou Tedesco directed and Marsha Dealy wrote the Alexander's program for CBS Television Production Sales. Mr. Levin did original music for the production and Roberta Davis was fashion coordinator. Henry Bach Assoc. is Alexander's agency for special projects.

The Line ■ Ohrbach's *Paris Fashion Show* (including Italian designs with the French) foresook elaborate settings to show 20 imports beside Ohrbach's "translations" in dramatic light and motion. Actually the show was a tv translation of a special advertising program created by President William Bernbach of DDB for Ohrbach's, an institutional campaign, editorial in approach and omitting pricetags. The tv parade designs emphasized "clean" production.

Production cost of the taped WABC-TV program was on a network scale, but "you can't skimp on fashions," Maxwell Dane, agency vice president and account supervisor, said. Reaction in the trade Wednesday morning, following the 10:30 show of the night before, was good, Mr. Dane found. Ohrbach's, always a top design production seller, Mr. Dane said, is looking for long-term benefits from its tv show, and while he considers the show's rating a "respectable" one, "We were not trying to get everybody in New York City, because not everybody is interested." Mr. Dane was encouraged by early reaction of men, traditionally the hardest to "sell" in this field. He mentioned television's unique ability to demonstrate fashion to a wide audience.

Don Trevor, tv director of the agency, headed the tape production team. Maggie McNellis and Art James were host and hostess. Another fashion assignment for DDB earlier this year was a half-hour film last spring underwritten by the International Ladies Garment Workers Union and distributed free to stations, stores and organizations around the country.

The rash of local fashion shows had a network predecessor last spring when Chesebrough-Pond's presented *Paris A La Mode* on NBC-TV on Feb. 29, through J. Walter Thompson Co. Fashion also plays a subsidiary role from time to time on other network specials and appears on an editorial feature basis in regular programming. But it took a local special in New York last spring to show what tv really could do for a store. After the first Macy's show, Senior Vice President John A. Blum of the store was quoted on the front page of *Women's Wear Daily* in such superlatives as "fabulous," "tremendous," citing unit sales almost tripled over the past year in one day of selling after *Fashion First*. The Macy-produced shows carry no price mentions, but the line-for-line copies sell between $50 and $250.

The idea seems to be catching fire. TvB reports similar shows this season in Dallas by Titche Goetinger, in Portland, Ore., by Meier & Frank, a good probability for Gimbel's in Milwaukee and a lot of talk in other markets. The garment business is beginning to find its place in the television sun.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week Sept. 8—14 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Pragram and Time	Network	Rating
Thur., Sept. 8	Untouchables (9:30 p.m.)	ABC-TV	17.5
Fri., Sept. 9	77 Sunset Strip (9 p.m.)	ABC-TV	20.3
Sat., Sept. 10	Miss America Pageant (10 p.m.)	CBS-TV	41.0
Sun., Sept. 11	Dennis the Menace (7:30 p.m.)	CBS-TV	23.9
Mon., Sept. 12	Project Twenty (10 p.m.)	NBC-TV	19.7
Tue., Sept. 13	Thriller (9 p.m.)	NBC-TV	18.4
Wed., Sept. 14	The Price is Right (8:30 p.m.)	NBC-TV	19.3

Copyright 1960 American Research Bureau

MOBILE AUDIENCE
It's big outside rush hours, too—Petry

"Drive time" is important to radio advertisers, but they need "shift time," too, to reach the rest of their million mobile prospects.

That is the point of a new study made public last week by the radio division of Edward Petry & Co., station representative. It is designed to sell radio advertisers on the value of adding schedules in afternoon and late-evening hours as a means of reaching more of the nation's 20 million blue-collar workers who in sizable numbers are driving to and from work during those hours.

'Shift' and 'Drive' ■ Drive time, consisting of the morning and afternoon hours when work-bound and home-bound traffic are heaviest, has long headed the list of periods most preferred by national spot radio advertisers. It is generally defined as 6 or 7 a.m. to 9 a.m. and about 4-7 p.m. "Shift time" in the Petry lexicon consists of those off-hours in early and mid-afternoon and in the evening when blue-collar workers are driving to and from work as shifts change in plants and factories.

Actually, the Petry study shows, automobile listening represents a bigger proportion of radio's total evening audience (25.1%) than it does in the combined drive-time periods (22.9%), while in early afternoon (2-4 p.m.) it represents almost as big a percentage (20.3% vs. 22.9%). Moreover, the study continues, "During every single hour after 2 p.m. there are proportionately more auto listeners available than during highly coveted morning drive-time."

Not all of these auto listeners are blue-collar shift workers, the presentation acknowledges. But it notes that in many markets, particularly the bigger industrial areas, "a substantial portion" are.

In the 24 markets represented by the Petry radio division, the booklet reports, a traffic analysis showed that an average of 74% of all workers commute to their jobs by car, driving an average of 26 minutes each way. Considering that on most shifts the workers going on the job are replaced on the road by other workers coming off, each shift change means almost an hour of heavy traffic reachable by radio.

That they are reachable by automobile radio is pointed up by other findings which show that the car is the place where most blue-collar men listen—38.5% listen there on the average day as compared with 18.2% who listen in the kitchen, the second most popular tune-in spot. In addition, the presentation continues, blue-collar workers are heavier auto-radio listeners than other people: where 38.5% of the blue-collar group listen in the car each day, the average for all consumer groups is 25.8%.

Market Figures ■ The presentation takes a look at the blue-collar commutation situation in the various Petry-represented markets and finds that the percentage of industrial workers en route to or from their jobs between 2 and 4 p.m. ranges from 19% (Sacramento) to 95% (Omaha), while those going to or from work between 10:30 p.m. and midnight ranges from 8% (Milwaukee) to 60% (Spokane).

The research material in the booklet includes data from Radio Advertising Bureau and A.C. Nielsen Co., local market information and material gathered in the studies of the Petry-represented cities.

part of the profile of a great radio station . . .

MORE WFBR LISTENERS BOUGHT THEIR CARS NEW

In the WFBR audience, not only are there more single car families and two car families, but proportionately 14% more families who bought their car(s) NEW than did the families in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

Gordon Best expands in both east & west

Gordon Best Co., Chicago, agency has opened a west coast office in Pacific Palisades, with Roy Kirtland as vice president and general manager. Best may add a radio-tv production man there, according to Carl Post, agency president. Best also plans to open a New York office "in the near future" and to construct its own building in Chicago.

As part of the expansion program, John H. Pinto, formerly vice president and creative director of Grant Adv., New York, joins Best as vice president and chairman of the plans board. He will supervise creative services for present clients and devote his time to new business activity, with headquarters in New York.

Among the agency's active radio-tv clients are Dumas Milner Corp. (Pine-Sol deodorant), General Finance Corp., Maybelline Co. (eye beauty aids) and Jos. Schlitz Brewing Co. (Old Milwaukee beer). Best recently lost the Amity Leather Products Co. account with the departure of Burton G. Feldman, vice president who resigned to open his own agency.

Proper media urged by NL&B executive

Advertisers should pick the media which best present their products rather than clinging blindly to newspapers, Paul C. Harper Jr., executive vice president of Needham, Louis & Brorby, told the Cincinnati Advertisers' Club last week.

His subject at the Wednesday luncheon meeting was "Let's Stop Wasting Newspaper Space." If radio, tv or any other medium is better for the advertiser's purpose than newspapers "because it delivers a more appropriate audience, or better frequency, or a better expression of your story, use it," he said. "Eighty-five percent of all the adults in Cincinnati or anywhere else is no bargain if you can't use it, or can't afford it or don't need it."

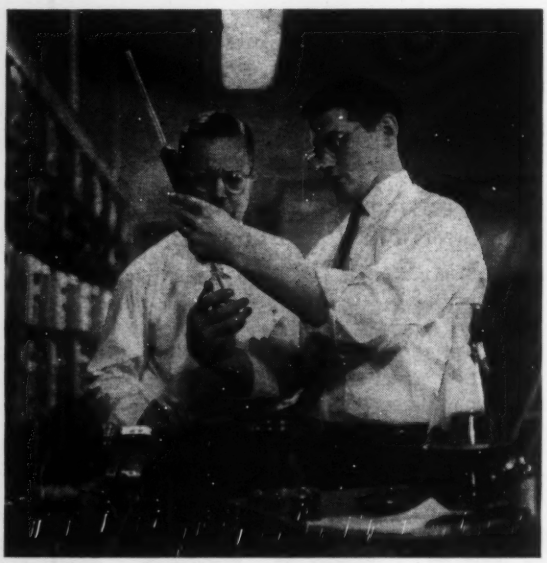
Too much newspaper advertising today is ineffective and wasteful, Mr. Harper stated, because it ignores the competition for reader attention and "the awful reality of the time squeeze." He charged that too often these ads showed "misapplied mechanics, misconceived design and misdirected copy." Many newspaper copywriters don't recognize the peculiar requirements of the medium and fail to capitalize on its power, he further pointed out.

Mr. Harper suggested that while the "basic postulates" of directness, simplicity, ease and pattern-breaking hold equally for radio, tv, magazines and other media, "nowhere do they have a more vital application than in the crowded, cluttered, often confusing pages of the daily newspaper."

An 'actuality' spot for du Pont's Telar

du Pont, maker of Telar year-long coolant anti-freeze figured real people—not cartoon characters as used in all other Telar commercials—ought to demonstrate the product in at least one of its commercials. To do the commercial "right," E.I. du Pont de Nemours & Co. decided on actuality, casting one of its officials in the featured commercial role.

Telar's more than $2 million seasonal spending in television this fall-winter is indicative of the battle among the Big Three in anti-freeze. The clash involves du Pont (also makes Zerone and Zerox anti-freeze), Dow Chemical Co. (its new coolant is Dowgard) and Union Carbide (maker of top-selling Prestone and producer of a newly-developed Prestone Long Life Coolant).



'Actually' ■ Dr. Kennen (l) and chemist in a still pulled from a commercial filmed at du Pont's Chestnut Run research laboratory in Delaware. Says Dr. Kennen on behalf of du Pont and Telar: "For years our number one goal has been a never-drain anti-freeze. One that you can leave in a car's cooling system indefinitely."

Each is using the broadcast media as a platform from which to launch brand identity and new sales. Dow is spending more than $1 million in spot radio and in exposures in Dow's *Hour of Great Mysteries* specials on NBC-TV; Union Carbide has $2 million working in spot radio and network tv participations, while du Pont is participating in a lineup of several network tv shows and has a saturation spot radio schedule making up its more than $2 million expenditure. (Some of these monies represent expenditures also for regular anti-freeze products as compared to the new coolants).

The newer and heavier bombardments in radio-tv come from Dowgard and Telar, Prestone having been historically the broadcast media's big customer at the time of the first frost.

The Telar demonstration commercial (through BBDO) uses the voice of Dr. Frank Kennen, head of du Pont's anti-freeze research group that developed Telar, for portions of the narration. Dr. Kennen appears on camera in the commercial. Filming took place in the Chestnut Run, Del., research facility of du Pont. Elliot, Unger & Elliot handled the production of this three-minute commercial which first will be seen Sept. 30 on *Show of the Month* (Lee J. Cobb in "Men in White" on CBS-TV).

Du Pont and station rep Broadcast Time Sales also worked out an arrangement in which 27 stations will carry spots for Telar on an "instant airtime" plan that permits a doubling of the schedule in a market the day that frost first is predicted for the area.

All of the coolants are emphasizing the year-round, both summer and winter desirability of the products. Telar claims it is usable the year round, needs no changing though any deterioration of the Telar protection is detectable via a built-in indicator (changing of the substance's color from red to bright yellow). These are among the points underscored in the commercial.

HOW HIGH IS UP?

For something they said would never get off the ground, the airplane is riding pretty high.

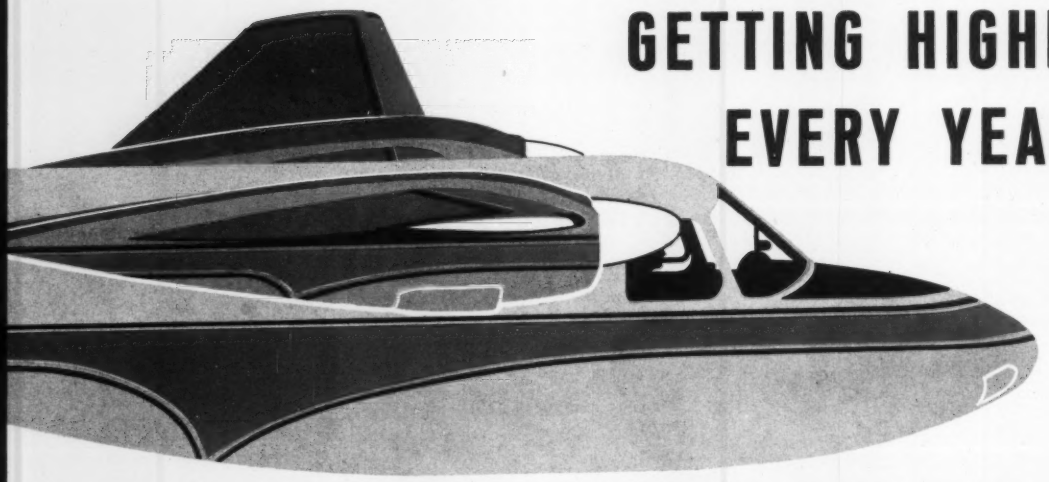
In fact, the airplane and aviation in general can do more than lift people. It can help lift entire markets.

It's doing just this in the Greater Oklahoma City market where aviation is putting money in increasing amounts into the hands of people who in turn buy the products you have to sell.

How high this market will soar is an estimate that is being revised upward with regularity. A leading business magazine reports that Oklahoma City is the 5th fastest growing in the nation.

The contribution of aviation to the industrial, economic and business development of the Greater Oklahoma City market is part of the story of the outstanding sales opportunities awaiting WKY RADIO AND TELEVISION advertisers. It is natural for us to be analyzing the market for you, because WKY-TV and WKY RADIO are recognized by the people who buy, as the prime communicators in the market. An interesting part of the analysis follows.

AVIATION IN GREATER OKLAHOMA CITY ...WHERE UP IS GETTING HIGHER EVERY YEAR!



Years ago, two brothers named Braniff started an airline in Oklahoma City. Another airline named "Safeway" carried passengers in a Fairchild between Oklahoma City and Tulsa. It's now part of American Airlines. It was natural for a young vital city to have enthusiasm for a young industry which was greeted with skepticism in many other quarters.

This enthusiasm has paid off in a giant aviation industry which is contributing to the growth of the Greater Oklahoma City market.

FACTS:

Tinker Air Force Base (part of which is pictured to the right) is the largest supply depot in the world.

Tinker's Annual Payroll . . . $115,000,000 to 24,000 people.

Tinker disburses 34% of the total U. S. Air Force budget . . . 16% of the entire defense budget.

Aero Design and Engineering manufactures business airplanes . . . sales volume over $15,000,000 a year.

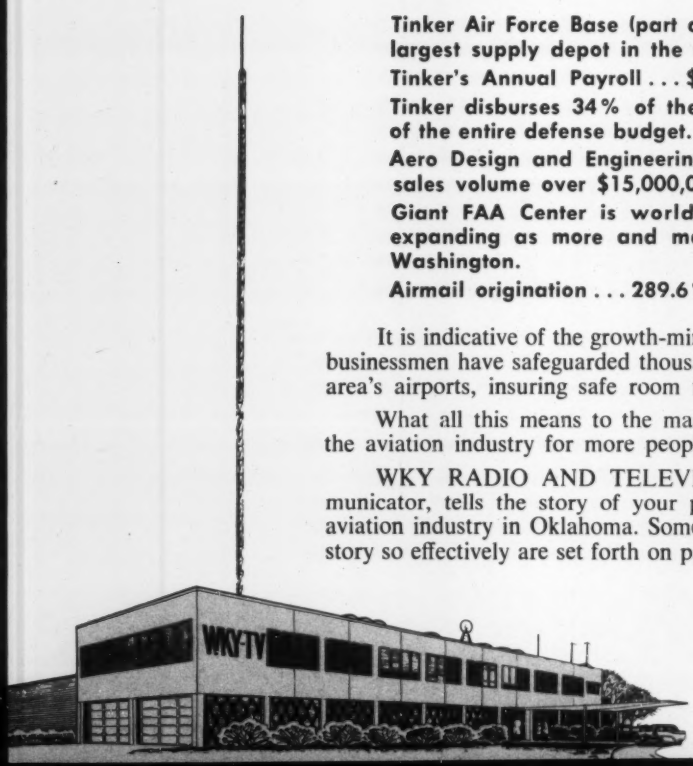
Giant FAA Center is worldwide civil aviation headquarters . . . expanding as more and more activities are moved here from Washington.

Airmail origination . . . 289.6% increase over 1950.

It is indicative of the growth-mindedness of the market that civic-minded businessmen have safeguarded thousands of acres of buffer zones around the area's airports, insuring safe room for future growth.

What all this means to the marketer of products is more good jobs in the aviation industry for more people every year.

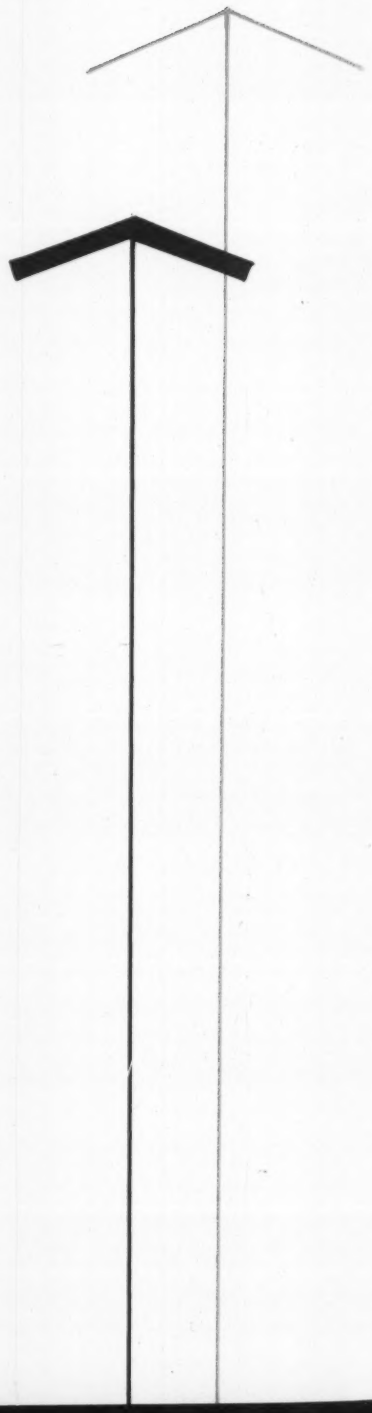
WKY RADIO AND TELEVISION, in its established role of communicator, tells the story of your products to the people enriched by the aviation industry in Oklahoma. Some of the reasons we are able to tell your story so effectively are set forth on page 4.



Mile-long modification line, Tinker
Official Air Force

SALES

Our Specialty... GETTING OFF THE GROUND!



Take local programming

WKY RADIO AND WKY TELEVISION have more successful local programming than any other stations in the market.

WKY RADIO News, for example, averages over half the radio audience every time it's on the air (17 times a day). Six other stations divide the other half of the audience.

WKY TELEVISION News and Weather are consistently rated among the top ten programs in the market.

This indicates more than lower costs per thousand. It signifies a knowledge of what people want in this market . . . a closeness between audience and media upon which advertisers can build more sales.

Our supremacy in local programming is the measure of how well we serve the market . . . and how well we serve, is the basis of how well we sell *to* the market.

Not only is Oklahoma City a good market in which to do more business . . . WKY RADIO AND TELEVISION ARE GOOD STATIONS ON WHICH TO DO MORE BUSINESS.

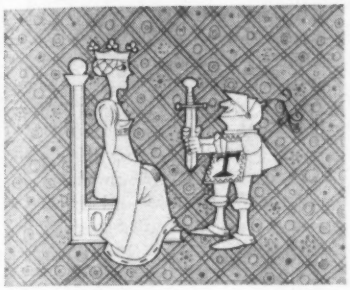
WKY

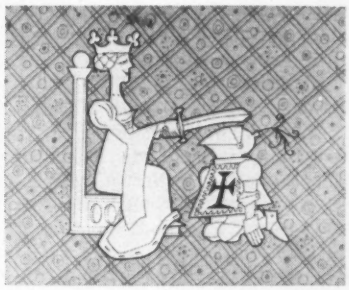
RADIO and TELEVISION

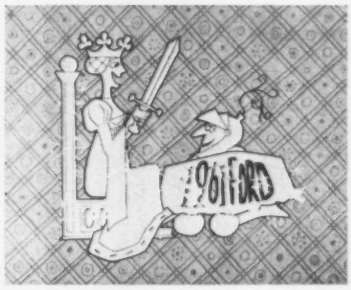
OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa–St. Petersburg, Fla.
Represented by The Katz Agency

COMMERCIAL PREVIEWS







A maximum of action, a minimum of words. That just about sums up the new animated commercials for the new Fords which Playhouse Pictures of Hollywood made on order from J. Walter Thompson Co., New York.

One 20-second spot for the 1961 Ford opens with a herald holding a standard marching across the screen to regal music. Behind him come two pages and behind them a knight, whose armor squeeks as he walks. He approaches the queen, seated on her throne and bows as she speaks:

"Would you like to go up to 30,000 miles without a chassis lubrication?"

She taps him with her sceptor, his armor drops and turns into a 1961 Ford. She gets in beside him and they drive merrily off as she continues:

"Then get a '61 Ford. Beautifully built to take care of itself."

The "beautifully built to take care of itself" theme is used in all the animated commercials and will be the basic slogan of all advertising for the new Ford. Another 20-second spot opens with a statue of a general on horseback brandishing a sword, with several white pigeons sitting on the stone figures as the announcer, offstage, says: "Beautifully built . . ." The plink of a raindrop is followed by a flash of lightning. The pigeons fly off. The rain comes down in earnest. The general raises his sword which becomes a sheltering umbrella. The pigeons fly back to roost safely beneath the rain-shedding shield as the offstage voice continues: ". . . to take care of itself. The '61 Ford at your Ford dealers."

Four 20-second commercials and four eight-second versions of them were shipped last week by Playhouse Pictures to more than 350 tv stations, along with almost as many teaser spots containing the tag line, "At your Ford dealers Sept. 29."

The Ford spots were created and produced by Playhouse. Chris Jenkyns and Ed Levitt were story editors; Bill Melendez, director; Sterling Sturtevant and Brenard Gruver handled layout and design; the animators were Bob Carlson, Rod Scribner and Ed Levitt.

The same theme of the self-servicing automobile is carried in a group of three radio commercials created and produced for Ford by Freberg Ltd. of Hollywood. Stan Freberg, president of the firm, which specializes in the creation of radio-tv commercials, did the Ford spots in conjunction with William Hockerr of the Detroit office of J. Walter Thompson Co. under the supervision of Ed Rodgers, Ford's radio-tv advertising coordinator.

One of the one-minute commercials for the 1961 Ford goes like this:

(Note: man and woman are very British.)
Woman: Harry isn't that fellow taking an unusually long time to put the gas in?
Man: Now where did he go? (He calls) Hello . . .
Guy: (OS) I'm under the car.
Man: Under the car?
Sound: Car door opens and closes; footsteps.
Man: Look here, what are you doing under there? This is a brand new '61 Ford. There's nothing wrong with it.
Guy: (Crawling out from under the car) Oh, I know that. I was just waiting for it to adjust its own brakes.
Man: What?
Guy: But I guess it wasn't ready yet. Every '61 Ford that comes in I keep hoping it's getting ready to do it so I can watch. I read there's a little mechanical brain in the wheel that decides when it's time.
Man: How's that?
Woman: (OS) What's he doing, Harry?
Man: (Calls) He's watching our brakes. (To guy) Now look here there's nothing to see . . . I mean the Ford makes its own mechanical brake adjustments during the life of the lining. You don't have to worry about it.
Guy: Oh, I'm not worried about it. I just want to see how it handles a wrench.
Man: Aah, look I hardly think there's anything to see under there?
Guy: Well, I heard a little click just now.
Sound: Scuffling.
Woman: (Calling) Harry, what are you doing?
Man: I'm under the car. It looks like we've bought ourselves a phenomenon!
Woman: Really? I thought it was a Ford.
Music: Tag 1 second.

A CASE HISTORY
Hot cereal uses radio to boost summer sales

If there is any doubt that radio can move hot cereals in summer months, the Cream of Wheat Corp., Minneapolis, is quick to cite its own case history of the past 12 months.

Last September the client, which had been using nighttime tv IDs, decided it needed a new advertising approach to meet heated competition from Maypo and General Mills' Protein Plus. So it sunk about $1.5 million into radio spots —just about its entire budget. The commercials (utilizing the "It's Cream of Wheat Weather") appeared on over 220 stations in some 80 markets.

The campaign proved so successful that Cream of Wheat kept the air campaign going right through spring and summer. Delighted with its success, the company has started a new cycle on roughly the same number of stations.

"There's no doubt that radio turned the competitive tide for Cream of Wheat" George H. Alarik, BBDO account supervisor, said. "Perhaps not so much in terms of actual sales percentage increases as in the realization of the fact that it's competing in a slow moving market during the hot months."

Actually, Cream of Wheat sales have risen about 3% in the past 12 months. Significantly, however, its brand share of hot wheat cereal sales rose to 38.8% by last December, 39.4% by February-March and to 41.2% by this past June the end of the spring and start of the summer seasons. (About 40% of its total sales during the spring-summer seasons.)

By now the Cream of Wheat commercials are well known to breakfast-time listeners. The announcements initially ran 20-30 seconds in length and were expanded to a full minute on 186 stations for summertime. They have been running as often as 20 times a week in a given market under a formula devised by the agency: a base of 10 per week, plus five fixed spots and five

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE GAS IS SOLD ON LONG ISLAND THAN IN OAKLAND, OKLAHOMA CITY AND OMAHA... PUT TOGETHER!

$165,590,000
Sales Mgt

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

"bulk" announcements from what the client calls its "slush fund."

It's the announcer at any given station who actually decides whether "It's Cream of Wheat Weather" on a given day and if it so appears, the extra spots are aired (between 6:30-8 a.m.). The 60-second spots feature a live leadin by the station announcer, plus a 21-piece orchestra, vocalist Lynn Roberts and the voice of Mason Brown, veteran actor. It is claimed the commercials reach 70% of all U.S. radio homes.

TV TAPE A KILLER
The vtr revolution in local commercials

"The guy in front of the gray drapes," who used to deliver the local live commercials on most tv stations, is dead and tv tape has killed him, Russ Baker, manager of station relations for Ampex Professional Products Co., told the Hollywood Ad Club last Monday (Sept. 12). The opening meeting of the 1960-61 season, was devoted to video tape and was held on Stage 6 of Paramount Television Productions in Hollywood (BROADCASTING, Aug. 29).

Describing the local tv announcer as having two commercials in his repertoire, Mr. Baker said, "He either talked loud and fast and pointed his finger at you, or he talked slowly and softly and confidentially wheedled. He'd either beat you into submsision or snuggle you to death."

The "guy in front of the gray drapes" was a necessity for most tv stations during the early evening "panic period", that half-hour of news, sports, weather —and commercials when "each segment is handled in a separate area in the studio and each of the live commercials had an area of its own, with the entire operation handled by the same two cameras and director. The idea was not to do the most effective commercial, but to do one without mistakes. The guy in front of the gray drapes was the answer."

But today, with tape, Mr. Baker declared, "it is now possible to show three rooms of furniture and four automobiles and do a good beer commercial where the head on the beer is just right, all in the same panic period." And this can be done at any vtr-equipped station, in small cities as well as large.

James Schulke, vice president in charge of PTP, demonstrated tv tape's versatility for both commercials and programs with numerous segments of material taped by PTP, both in the studio and on location. Many of the segments were taken from *The Wrangler*, first taped western which PTP produced both in its studio and on location for use on NBC-TV as summer program for Ford Motor Co. Mr. Schulke stressed the technical quality of the taped production and pointed out that new techniques, such as PTP's TV-ola editing device and the sound editing method developed by Loren Ryder (BROADCASTING, Aug. 29), were what made it possible. He also commented that with the experience achieved through producing *The Wrangler*, PTP can now save $5,000 on the production cost of any western and up to $10,000 on any other tv program, compared with film.

Kenneth C.T. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, Hollywood, program chairman for the meeting, commented that tape is a new tool for the production of tv programs and commercials and not a substitute for either live or film production. He urged agencies to design commercials specifically for taping, not to try to take scripts written for live production or for filming and put them on tape.

A cost-cutting formula from TvB

The advertiser ought to consider spot in weekend afternoon periods to help him work out of an otherwise tight situation created by limited prime-time availabilities in television. This in essence is the advisory from Television Bureau of Advertising.

TvB does its prime-time roadsign painting in a new presentation booklet for advertisers that has been sent to stations and to potential tv customers. The trade organization explains it viewpoint on the afternoon weekend supplementary (or substitute) for nighttime by computing the added audience reach (and cost) to a spot schedule in prime time (evenings).

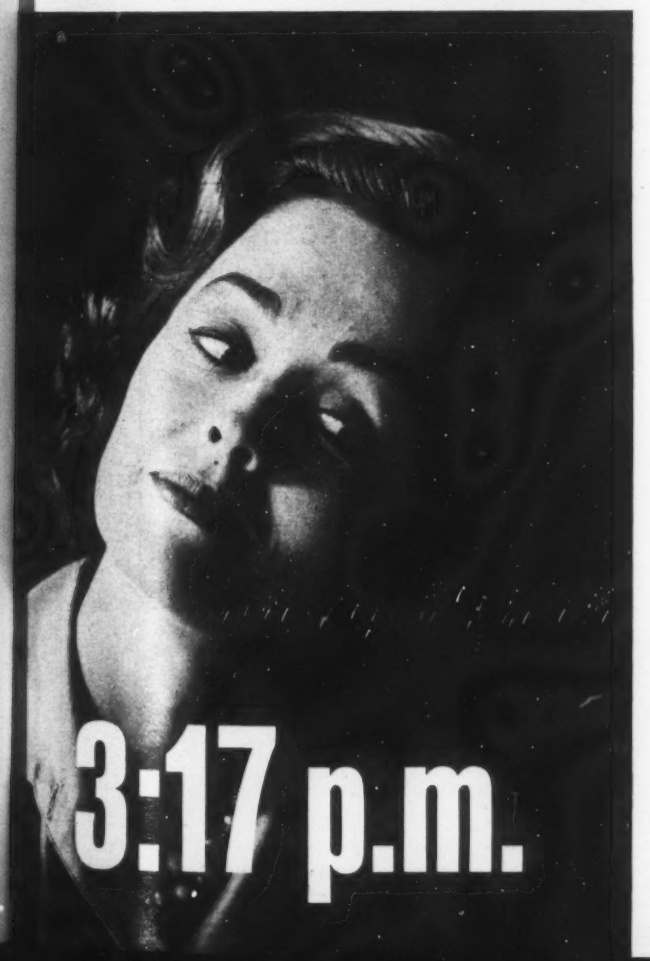
For example, it's pointed up that:

- An advertiser can reach 37% of the prime evening time audience at a cost that's 36% of the prime evening time rate.
- A Saturday - Sunday afternoon schedule of a fixed number—say four spots—becomes cheaper and reaches more people proportionately to the fewer nighttime prime spots used along with the schedule. Or, to illustrate how this works out in the purchase of four afternoon spots:

When used along with but two nighttime spots per week, the afternoon time cost only 71% more than the two prime time spots but will reach 98.3% more of—or nearly double—the audience.

When used with three nighttime spots weekly, the cost increases 48% and reach increases 48.5%.

In a ratio of four weekend afternoon to five nighttime spots, audience jumps 281.6% at a 29% more cost.



valuable new minutes in radio

Now, these and all other KBIG minutes are *new* . . . and *more valuable*. The big reason? Southern California's positive reaction to 3 talented personalities: Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). This dynamic threesome adds new freshness, new vitality to radio selling.

Result: *Better sound* for listeners . . . *more profitable* climate for advertisers.

☛ Get the facts! New file-folder now available from your KBIG or Weed rep.

KBIG

Radio Catalina 740 kc/10,000 watts

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed-Brown Radio Corp.

1ST
IN TOLEDO
FOR 33 YEARS!
WSPD
RADIO
the **STORER** *station*
backed by 33 years
of responsible broadcasting
CALL KATZ

WHO CARESSES TOILET PAPER?

Dodge ad chief assails unbelievable ads

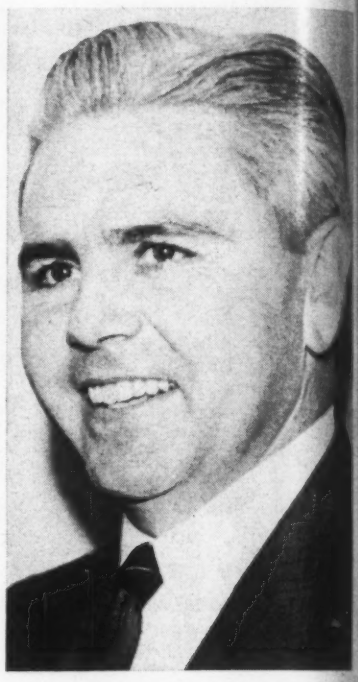
Every moment in advertising is, or should be, "a moment of truth," W.D. Moore, director of advertising and sales promotion for Dodge, declared Tuesday (Sept. 13) at the Los Angeles Advertising Club.

Advertising should be honest, he stated, not because honesty is "morally acceptable" or "the Christian thing to do" or even "the American way," but simply because truth "is pure advertising power, far more effective than anything else I know."

When television shows "cars roaring up what seems or is purported to be a 60 degree incline, it's a very simple trick—just tilt the camera. But worse, it's an insult to our fine civil engineers who don't build highways like that. So why show them."

Moreover, Mr. Moore asked, "How many people walk into a dealer's showroom and say, 'Man, I want a car that can really climb?" It's bad enough for ads to be unbelievable and worse for them to be ridiculous, he stated, charging that too much advertising today underestimates the intelligence of readers, listeners and viewers.

"Let's toss out ads that show ecstatic housewives smelling their towels, or caressing their two-ply, super-soft, double-strength facial-quality, negligee-colored toilet paper. Let's treat toilet paper like nothing more, nor less, than it really is: toilet paper. If my wife or your wife ever re-enacted in real life the tv commercial toilet paper bit, we'd probably call the wagon—or go on it."



DODGE'S MR. MOORE
Advertising should be honest

The responsibility for improving advertising's image, for producing more

Gross billings at tv networks

(as released last week by the Television Bureau of Advertising)

IN JULY & FOR SEVEN MONTHS

	July			January-July		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$ 8,391,470	$12,529,660	+49.3	$69,813,986	$89,480,230	+28.2
CBS-TV	21,269,782	23,475,841	+10.4	153,017,329	161,768,225	+ 5.7
NBC-TV	17,883,111	19,805,457	+10.7	133,364,262	140,797,855	+ 5.6
TOTAL	$47,544,363	$55,810,958	+17.4	$356,195,577	$392,046,310	+10.1

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,004,107	18,959,323	52,912,130
July	12,529,660	23,475,841	19,805,457	55,810,958

BY DAY PARTS

	July		Percent	January-July		Percent
	1959	1960	Change	1959	1960	Change
Daytime	$15,604,849	$15,931,977	+ 2.1	$118,284,861	$116,272,934	— 1.7
Mon.-Fri.	13,899,868	13,432,491	— 3.4	101,505,673	96,274,294	— 5.2
Sat.-Sun.	1,704,981	2,499,486	+46.6	16,779,188	19,998,640	+19.2
Nighttime	31,939,514	39,878,981	+24.9	237,910,716	275,773,376	+16.0
TOTAL	$47,544,363	$55,810,958	+17.4	$356,195,577	$392,046,310	+10.1

LNA-BAR: Gross time costs only.

It was March 10, 1876 and with these words, Alexander Graham Bell's vision of transmitting speech by electric waves became a reality. The Balaban Stations carry

WATSON, COME HERE, I WANT YOU!

your message, too ... straight to the heart and pocketbook of the consumer. Into every sound wave, Balaban packs attention-getting programming, outstanding personalities and S-A-L-E-S-M-A-N-S-H-I-P. Next time, get your message through with the Balaban Stations—couriers par excellence!

THE BALABAN STATIONS

in tempo with the times • John F. Box, Jr., Managing Director

WIL-ST. LOUIS / WRIT-MILWAUKEE Sold Nationally by Robert E. Eastman & Co., Inc.

KBOX-DALLAS Sold Nationally by the Katz Agency

believable, more effective advertising, is a three-way deal, Mr. Moore asserted. The copywriter must use more imagination, must turn out "brighter, shorter, tighter copy, honest sincere stuff—facts, not fancy," he said. But the advertiser and the media also have their parts to play. "The client certainly doesn't have to okay what the agency submits," he stated. "And even if he does, media doesn't have to accept it.

"You media men—why don't you get tough with us once in a while?" he challenged. "Why don't you tell us (in a nice way) that our copy is not quite up to snuff, that we're too devious, flirting with bad taste or losing sight of honesty—if such is the case? Don't be afraid to challenge us."

Chicago firm forms tv leasing service

Development of a closed circuit tv leasing service for advertising agency and other potential clients was announced last week by Graphic Pictures Inc., Chicago-based video tape production firm.

Robert H. Estes, Graphic president, reported that about $1 million in electronic equipment, including a Telco coaxial cable hookup and air check service, will be made available to business and industrial users of closed circuit tv facilities.

Clients will be able to monitor and video tape predesignated programs and play them back via cable anywhere in Chicago; pre-test live, taped or filmed commercials or productions; hold personnel or sales meetings any place in the country, with direct feeds to clients' offices, or conduct news conferences; and receive individual or simultaneous exposures of pilot films or rushes of commercials. The Telco coaxial cable hookup extends throughout the U.S., Canada and Alaska, Mr. Estes said.

■ Business briefly

Time sales

Sporting gesture ■ Monroe Auto Equipment Co., Monroe, Mich., has signed a 52-week contract with MBS to sponsor *Monroe Sportsreel* featuring Bill Stern. It will be heard at 5:30 p.m. EST five times weekly. The program is in addition to two morning broadcasts sponsored by Monroe, which previously were *Monroe Sportsreel* at 7:30 and 8:30 a.m. EST. Under the new arrangement, the 7:30 show will be a newscast featuring Mutual's Westbrook Van Voorhis; the 8:30 show remains unchanged. Monroe claims to be the only manufacturer of shock absorbers with an advertising program aimed at the consumer, using national magazines as well as radio. AA. Ballantyne is the company's advertising manager and Aitken-Kynett, Philadelphia, is its agency.

Name's the thing

Dodge really ought to be the sponsor of *Gunsmoke*, Dodge ad manager W.D. Moore, told the L.A. Ad Club last week (see story page 44). "Just imagine, the next time you snuggle down to watch this western epic, the built-in commercials we could get. Notice how many times the word 'Dodge' is mentioned in the half-hour. It would be so easy to play off, 'Chester, let's head back to Dodge,' right into a commercial. If we had this show we could make it into one half-hour long commercial every week—just be mentioning Marshal Dillon's seat of operations."

Full swing ■ Continental Baking Inc., Rye, N.Y., through Ted Bates, N.Y., steps up its tv spot activity this month with schedules being prepared for indefinite runs in a total of 91 markets on behalf of Wonder bread and other baked goods. A lesser amount of radio spot buying is underway in other markets for short campaigns running on an in-and-out basis. A heavy spot tv user in recent years, Continental cut back nationally last year to concentrate advertising money in individual markets. The forthcoming tv drive consists of new minute and 20-second commercials, with day and night schedules varying in each market. Continental's bakeries have distribution in all but a few southeastern states and certain parts of the Southwest.

Network splash ■ The Mogen David Wine Corp., Chicago, in its first NBC-TV purchase, has ordered participations in two daytime and four nighttime programs during the 1960-61 season. Programs are: *Jan Murray Show* (2-2:30 p.m.) and *Here's Hollywood* (4-4:30 p.m.), both Monday through Friday; *Riverboat* (Mon. 7:30-8:30 p.m.), *Outlaws* (Thurs. 7:30-8:30 p.m.), *Dan Raven* (Fri. 7:30-8:30 p.m.) and *Westerner* (Fri. 8:30-9 p.m.). All times are EDT. Agency: Edward H. Weiss & Co., Chicago.

Spot polish ■ Knomark Inc. (Esquire Shoe Polishes), Brooklyn, N.Y., will employ a new 10-second radio jingle ID in the top 15 markets to announce that the odor is out and Esquire Boot Polish now "shines brighter than bright." The six-week radio campaign, with up to 80 announcements per week, gets underway next week. In Canada, new one-minute tv commercials for the dual language population are scheduled for heavy exposure in eight markets Agency: Mogul Williams & Saylor Inc., N.Y.

Bakery renews kid's show ■ The Kitchens of Sara Lee (baked goods), Chicago, renews Fri. 8:45-9 a.m. segment of *Captain Kangaroo* on CBS-TV, Mon.-Fri. 8-9 a.m. CDT as part of overall $2 million advertising budget for 1960-61 season. Agency: Cunningham & Walsh, Chicago.

Whole truth ■ The Savings & Loan Foundation, Washington, D.C. (represents 4,000 insured savings and loan associations), will sponsor NBC-TV's "The Real West," a full-hour *Project 20* documentary telling the story of the American west from 1849 to 1900. The program is to be presented next March and will mark actor Gary Cooper's tv debut. Donald B. Hyatt is producing and directing. Agency: McCann-Erickson, N.Y.

In driver's seat ■ Reynolds Metals Co., Richmond, Va., will sponsor *Auto Wonderland* on CBS-TV Oct. 16 (Sun. 6-7 p.m. EDT). The live program, which will pre-empt *Face the Nation* and *The Twentieth Century*, will be a telecast of the 43rd National Automobile show being held in Detroit. The 1961 model cars will be on display. Executive producer for CBS News coverage of the event will be Paul Levitan, with Harve Fischman and Phil Sykes as co-producers. Vern Diamond will direct. Agency: Clinton E. Frank, Chicago.

Saturday series ■ The Kellogg Co., Battle Creek, Mich., signed for sponsorship of *The Magic Land of Allakazam*, a new children's series starting Oct. 1 on CBS-TV (Sat., 11-11:30 a.m. EDT). The program combines the talents of illusionist Mark Wilson and the *Huckleberry Hound* cartoons. It is produced by Mr. Wilson for Mark Wilson Enterprises, with cartoons produced by Hanna - Barbera Productions. Andrew Sidaris directs the show, which will originate in Television City, Hollywood. Agency: Leo Burnett, Chicago.

Tryout for new Quota ■ Quaker Oats Co., Chicago, is buying tv spot announcements in its Chicago and Minneapolis sales districts of Illinois, Wisconsin, Minnesota and North Dakota to introduce its new Quota low-calorie, weight control product. Plans call for about six announcements per week for six weeks in four cities (Chicago, Milwaukee, St. Paul and Minneapolis) starting the second week in October. Agency for Quota is J. Walter Thompson Co., Chicago.

Warming up ■ Downyflake Foods Inc. (frozen waffles, pancakes and french toast), N.Y., a newcomer to television,

IN STEUBENVILLE-WHEELING

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WSTV-TV

A SHOPPER TOPPER STATION

CHANNEL 9

IN STEUBENVILLE:
John J. Laux—AT 2-6265
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

Want increased sales in the highly industrialized, heavily populated Upper Ohio Valley? Then count on WSTV-TV, the "Valley's Habit Station." You can count on profitable sales results when you use this lowest cost Television bridge to a Booming 5 *BILLION DOLLAR MARKET*. More TV homes than our competition. Lowest cost per thousand. Exclusive registered "Shopper Topper"® merchandising service. The best of CBS and ABC programs. We are a "make things happen" station. Let WSTV-TV increase the sale of your product in this rich valley.

Member The FRIENDLY Group — John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
CLARKSBURG, WEST VIRGINIA

VITAL...

TO STAND ON SOLID SALES GROUND IN NORTHWESTERN OHIO AND SOUTHERN MICHIGAN, YOU NEED

WSPD-TV

the station with the new 1000-foot tower reaching 443,400 homes. This is solid coverage in the 2-billion-dollar market which is

TOLEDO

A STORER STATION • Represented by The Katz Agency

Year's growth realized in five months via radio in Denver

The oldest savings and loan association in Denver is enjoying remarkable growth as the result of an advertising budget that is close to 100% radio.

Since starting a newscast schedule on KOA in 1953, the First Federal Savings & Loan Assn. of Denver has seen its assets rise from $9 million to $33 million, according to Malcolm E. Collier Sr., president.

The schedule of 22 newscasts weekly—7,176 by next year—is based on the belief that radio "reaches the people First Federal wants to reach," according to Lynn Reed, account executive for the newly appointed agency, Duray Ranck Advertising.

First Federal's save-by-mail plan has brought depositors from 42 states and two foreign countries, according to Mr. Collier. The association learned a vivid lesson in ways of influencing people when it first started sponsoring KOA's 6:55 p.m. newscast. "We enjoyed what would have been a full-year's growth in the first five months of radio," he recalled.

Growth by news ■ Contract exending the KOA Denver radio contract to the 7,176th newscast (up early in 1961) was signed as First Federal Savings & Loan Assn. of Denver celebrated its 76th anniversary. Seated (l to r): Lynn Reed, account executive for Duray Ranck Advertising; Malcolm E. Collier Sr., First Federal president; John Aldern, KOA account executive. Standing, Gene Grubb, KOA general sales manager, and Glen Martin, KOA, newscaster.

Soft-Sell ■ During the years, First Federal has advertised consistently on KOA with 5-minute and 15-minute programs. Copy is soft-sell, factual and institutional. A strong reputation has been built up in the service area by frequent announcements for Red Cross drives, United Fund and similar public services.

The association is ranked fifth in the city and has bought First Federal Savings of Englewood, renaming it First Federal Savings of Denver and adding another 8 or 10 million dollars to total assets. This is expected to raise the local ranking to third or fourth.

Through late 1959, 100% of the sponsor's budget went to KOA. Currently the radio share is between 90% and 95%. The account is KOA's largest in point of airtime.

A fortnight or so ago First Federal and KOA signed a contract extending through the 7,176th newscast. This occurred in connection with the association's 76th anniversary and its new addition in North Denver.

The story of First Federal dates back to April 25, 1885, when Denver was a frontier town. That day the Cooperative Savings & Loan Assn. opened its doors to receive money to be invested in home ownership. The association was successful through the panics of 1893 and 1907 and the depression years of the 1930s. It has naver failed to meet a withdrawal or to pay dividends.

Big Dividends ■ In 1933 First Federal received a federal charter, and was one of the first to come under the Federal Savings & Loan Insurance Corp.'s insurance of accounts. This year's dividends will exceed $600,000, paid at a rate of 4¼% per year compounded semi-annually.

It was the first in its area to install a drive-in window. Mail customers are provided with postage-free deposit envelopes. A community room is available for civic meetings.

The nostalgic story of First Federal's founding in 1885 and bits of local history are woven into the advertising copy. Many of its pioneer founders took prominent roles in the opening of the West.

With its enlarged facilities, sound policies and radio-promoted prestige, First Federal is ready for continued growth through the mass-influence power of radio and an advertising budget that has been informally estimated around $50,000 yearly.

will launch a double-barreled campaign this month, using both network and New York local programs. Commercials for Downyflake's line of frozen food products will be directed to adults on a number of CBS-TV special programs during the 1960-61 season, while copy and "gimmicks" have been prepared by agency Smith/Greenland Co. for live presentation on five New York children's shows, including three on WNEW-TV and one each on WPIX (TV) and WOR-TV. New York commercials starting yesterday (Sept. 18) and will continue for 27 weeks on each station.

Network medicine ■ CIBA Pharmaceutical Products Inc., Summit, N.J., via Sudler & Hennessey Inc., N.Y., will sponsor a 26-week Sunday quarter-hour series titled *This Week in Medicine*, on a yet-to-be-identified tv network beginning Oct. 30. Planned to reach the nationwide professional medical audience, the pre-taped series will include worldwide summary of medical news with filmed supplements on various aspects of research, clinical medicine or surgery. The program is said to be first use

The timebuyer's want: a louder voice

The timebuyer apparently is human after all. He feels—like most everyone else in a position to feel so—that he ought to be brought in on more decisions at the agency. This is what Trendex found in a survey for Broadcast Time Sales. The station rep ordered the study because it suspected this might be the case.

Questioned on media decisions and strategy were timebuyers, media supervisors, account and client executives. Obviously timebuyers themselves made up the largest group voting in favor of timebuyers having more say in marketing and copy approaches (though in this category an unusually high percentage of media directors and account executives were in the affirmative), and in having a greater voice in media selection, and against forcing timebuyers to buy ratings alone. There was hardly a dissenting timebuyer to a question asking if they thought their opinions would be respected more at an agency if they received higher pay.

of open circuit tv for reaching a national medical audience. It is produced by the editorial staff and medical consultants of *Medical News,* bi-weekly newspaper for physicians also sponsored by CIBA. Nonprescription drugs will not be included in product messages.

First-time network ■ Western Tablet & Stationery Corp. has purchased 13 quarter-hours over 14 weeks in ABC-TV's *American Bandstand* with Dick Clark (Mon.-Fri., 4-5:30 p.m.). Western Tablet claims to be the world's largest maker of school paper supplies and stationery. It's the advertiser's first use of network tv in which it will introduce two new school paper products. Agency is Bozell & Jacobs, Kansas City, which also is handling a tie-in point of purchase promotion featuring Dick Clark.

Frankly speaking ■ Campbell Soup Co., Camden, N.J., after two years of test marketing a new product—Campbell's Beans & Franks—in 13 cities, is ready to go national via network tv and print introduction. One-minute daytime commercials are scheduled during October, November and December along with a "heavy schedule" of animated commercials on Campbell's two network shows, *Lassie* on CBS-TV and *Donna Reed* on ABC-TV. Agency: Needham, Louis & Brorby, Chicago.

More football ■ American Oil Co., N.Y., which has had a 19-year radio-tv association with Washington Redskins pro football team, is renewing support for the coming season and is also adding sponsorship participation in broadcasts of three other teams' games. American signed half-sponsorship of the 13-game Redskin schedule on a tv network of 37 southern stations and 67-station radio network; one-quarter sponsorship of eight-game Baltimore Colts schedule on three tv stations; one-quarter sponsorship of St. Louis Cardinals for 13 games on eight tv stations, and one-third sponsorship on 33 radio stations for 13 New York Giants games. The advertiser's broadcast activities include five-minute local election news segments over 17 tv stations on election night, Nov. 8. Agency: Joseph Katz Co., N.Y.

Borge special ■ Pontiac Div., General Motors Corp., Detroit, will sponsor a Victor Borge comedy-with-music special on ABC-TV Oct. 6 (Thur., 9:30-10:30 p.m. EDT). Mr. Borge's star guest will be Izumi Yukimura, Japanese singer. Other guests include pianist Leonid Hambro and Kubuki dancers Shiko Yagi and Chushiro Sato. The program will be produced by White-Cates Inc. and directed by Joseph Cates. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

In the basket ■ Braun Packing Co., Troy, Ohio, has signed with WHIO-AM-TV Dayton, Ohio, to sponsor all Ohio State U. basketball games for the coming season. WHIO will feed a network of radio stations that includes WIMA Lima, WMRN Marion, WIZE Springfield and WFIN Findlay, all Ohio. Three of the games will be televised on WHIO-TV.

Yule start ■ Hartz Mountain Products (bird and pet foods), N.Y., has signed sponsorship of ABC-TV's *The Paul Winchell Show,* which will return to the network for a fourth consecutive season Dec. 25 (Sun. 4-4:30 p.m. EST). The weekly half-hour variety show stars ventriloquist Paul Winchell and his sidekicks Jerry Mahoney and Knucklehead Smiff. Agency: George H. Hartman Co., Chicago.

Assorted flavors ■ Beech-Nut Life Savers Inc., Canajoharie, N.Y., will be represented in eight NBC-TV nighttime shows during 1960-61. In addition to sponsorship in *The Shirley Temple Show* (BROADCASTING, Aug. 29), Beech-Nut bought participation in *Tall Man, Thriller, Laramie, Dan Raven, Outlaws, Westerner* and *Michael Shayne.* All but *Laramie* are new shows this season. Agency: Young & Rubicam, N.Y.

Western rider ■ R.J. Reynolds Tobacco Co., N.Y., has added to its network program sponsorship in 1960-61 with participation in NBC-TV's *Laramie,* which returns for a second season Sept. 20 (Tue. 7:30-8:30 p.m. EDT). Agency: William Esty Co., N.Y.

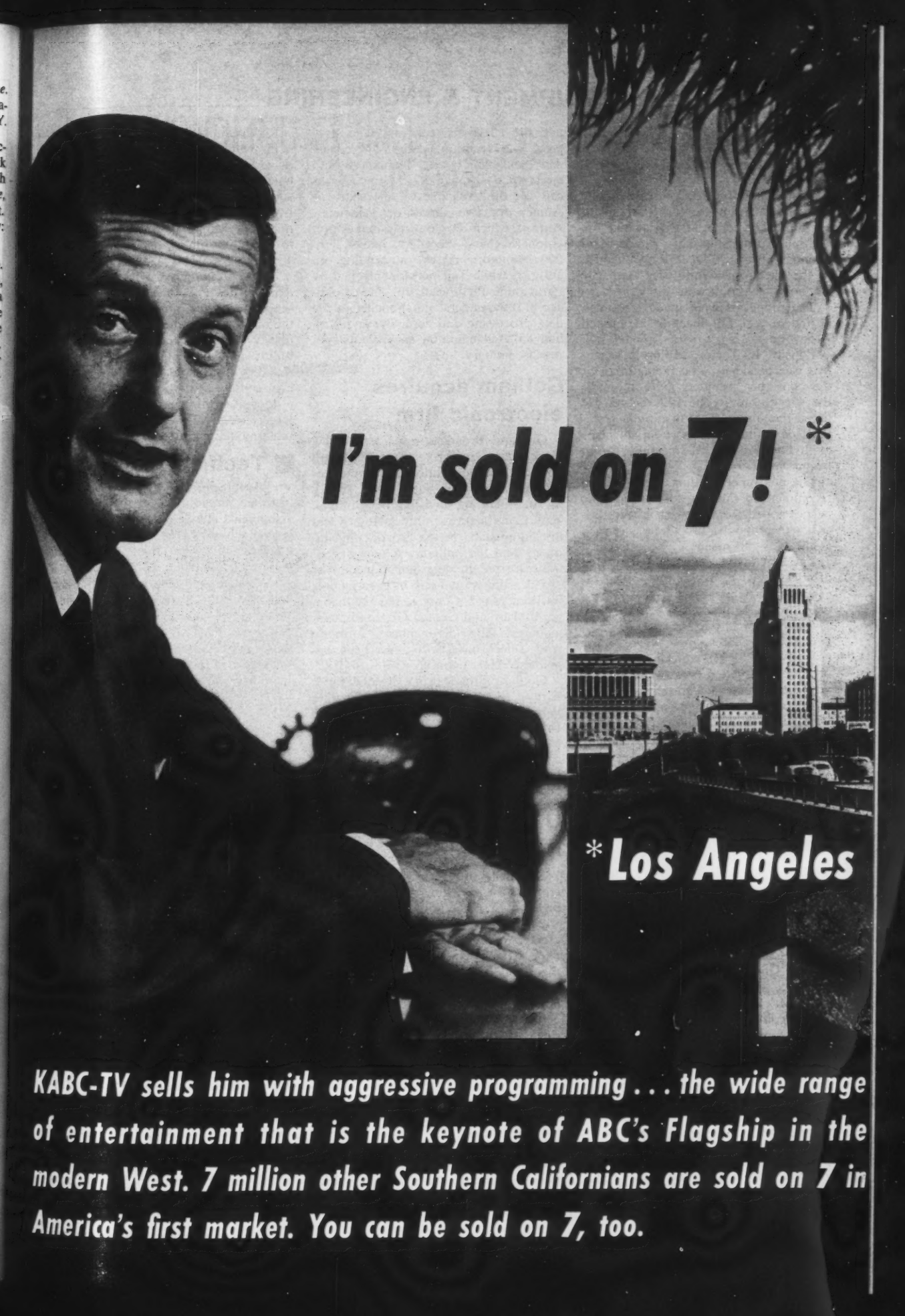
Harper's Ferry revisited ■ Purex Corp. via Edward H. Weiss & Co., Chicago, will sponsor *John Brown's Raid,* a dramatization of one of the explosive incidents leading to the Civil War, to be presented as an NBC-TV special Oct. 25 (Tue. 10-11 p.m. EDT). Producer Robert Alan Aurthur will tape the program on location in Harper's Ferry, W. Va., which has been restored and is a national monument.

■ Also in advertising

Officers installed ■ The Assn. of Advertising Men & Women, New York, opened its 46th year of activity last Tuesday (Sept. 13) with the installation of new officers and the awarding of the club's "Australian Cup" to incoming AAMW president David Moger, president of David Moger & Co., who was selected for making the most notable contribution to the organization during the past year. Other officers, all of whom were installed by C. James Proud, president, Advertising Federation of America, are: Lynn Feldman, Enterprise Advertisers' Service, vice president; Stan Linden, D.L. Terwilliger Co., vice president; Dorothy Nixon, Lever Bros., secretary, and Fred Matase, Pronto Medical Addressing Service, treasurer.

NC&K special bonus ■ In celebration of its 20th anniversary on Oct. 1, Norman, Craig & Kummel Inc., New York, on that date will announce formally to employes a special year-end bonus graded up to four weeks' extra salary. Executive employes are to receive similar bonuses. The bonus is in addition to NC&K's regular profit-sharing plan. The action, announced by Norman B. Norman, agency president, is a reflection of the organization's rise to a billing total of $35 million annually.

Pays tuition ■ Geyer, Morey, Madden & Ballard, N.Y., is initiating a tuition aid program for staff members wishing to further their careers through night school courses. Staffers apply for the agency aid by filing applications with the agency's personnel manager, listing the name of the school and course, the amount of tuition fee and why the student thinks the course will help him on the job. Under the aid plan all or part of the tuition fee will be refunded.



KABC-TV sells him with aggressive programming . . . the wide range of entertainment that is the keynote of ABC's Flagship in the modern West. 7 million other Southern Californians are sold on 7 in America's first market. You can be sold on 7, too.

EIA proposes a second tv set for every home

Establishment of a fullscale public relations program—to put a second tv set into every home, as well as hike the multiple ownership of radios and phonographs—has been recommended to the Electronics Industries Assn. by its consumer productions division.

The proposals were made last week at the annual fall meeting at French Lick, Ind.

Edward R. Taylor, Motorola executive vice president, who is chairman of the consumer products division, made the suggestions to the EIA board. He urged the appointment of a public relations committee to report on its plans at th board's Nov. 30 meeting in San Francisco.

The consumer products division also recommended that an advertising code be developed for the electronics industry, with proposals also to be submitted at the Nov. 30 meeting.

The EIA members heard a discussion of educational tv by Philip Lewis, Chicago Public School Systems. Mr. Lewis urged manufacturers to do more than sell tv equipment to schools; he suggested such improvements as more rugged sets, better and bigger audio components, better control knobs. He advocated greater integration of tv with other audio-visual equipment already being used in the schools.

It was made known that a training manual for teachers on the use of tv for education had been prepared by Mr. Lewis and will be published soon by EIA.

Other highlights of the EIA meeting were:

■ Talk by John R. Heim, Federal Trade Commission, on FTC guides on advertising allowances and merchandising payments.

■ Estimate that 50% of all transistorized personal radios sold in 1959 in the United States were manufactured in Japan. This was made by Mark Shepperd Jr., Texas Instruments vice president. Mr. Shepperd predicted that Japanese color tv and portable tv sets would soon be imported to this country.

■ Plans made to oppose any lowering of the tariff on tubes and semiconductors.

Ampex in merger

Subject to stockholders' approval, Ampex Corp., Redwood City, Calif., and Telemeter Magnetics Inc., Culver City, Calif., will be merged, with Ampex the surviving concern. The proposal was recommended last Wednesday (Sept. 14) by the boards of both electronics companies. Merger terms call for the exchange of one share of Ampex for two shares of Telemeter. Ampex, which develops and makes precision magnetic recorders, had 7,270,000 common shares outstanding on July 31, while Telemeter, controlled by Paramount Pictures Corp. and producer of fundamental components in the data processing and computer industry, had 852,344 common shares outstanding last January.

Gotham acquires electronic firm

Gotham Broadcasting Corp., New York, last Thursday (Sept. 15) announced the acquisition of Tarc Electronics Corp., Westbury, Long Island, as an operating division of Gotham. Tarc manufactures products for tv and test equipment for the broadcasting industry and the military. A new line of transistorized modular components for broadcasting systems is in current production. Mario Conti is general manager of Tarc and George Gordon is sales manager. Allan Kronenberg, formerly with Telechrome Corp., has been appointed chief engineer.

Gotham Broadcasting, headed by J. Elroy McCaw, president, operates WINS New York, which is being sold to Storer Broadcasting Co.; KTVR (TV) Denver, and KTVW (TV) Tacoma, in addition to several wholly owned subsidiaries operating in various fields.

U.S. radio production nearing all-time high

Shipments of radios and radio-phonographs by U.S. factories reached a new high of 16.03 million units (valued at $424 million) in 1959 and an even greater high of 17 million units (at $460 million) is expected for this year, the Dept. of Commerce's business and defense services administration reported last week.

The 1959 figure was the biggest since 1950's 15.8 million units ($398 million), though the 1950 figure was nearly touched in 1955 and 1957. The greatest gain in 1959 was in automobile radios, which rose from 3.9 million in 1958 ($101.7 million) to 5.6 million ($132.6 million). The smallest gain was in portable radios, up 14% from 3.3 million ($82.3 million) to 4 million ($93.7 million). Foreign competition has made its greatest impact in this category.

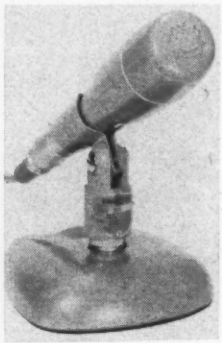
Radio imports in 1959 totaled 5.8 million units ($70 million), some 14% of U.S. consumption, most (5.5 million units, $55 million) from Japan and some (265,000 units, $13.5 million) from West Germany. U.S. exports continued a decline (that began in 1950) to 289,000 units ($7.7 million) in 1959.

The continuing rise of U.S. radio production despite some adverse factors (import-export ratio and tv's impact), the report said, is due to increasing popularity of transistor portables, clock radios and fm, plus the auto radio market's firm stand in the face of foreign competition.

Increases this year (1960) will come largely from fm radios, auto radios and table model transistor sets.

■ Technical topics

Vtr developments ■ A four-page illustrated brochure outlining new developments in video recording technique is available on request from GPL Div., General Precision Inc., 63 Bedford Road, Pleasantville, N.Y. It covers a new application, tape to film transfer, and two new features now available, spot wobble and the alternate synchronizing generator.



Chic mike ■ Collins Radio Co., Cedar Rapids, Iowa, has turned out a new dynamic microphone model, the Collins M-30, pressure operated, with a frequency response from 50 to 15,000 cps, which assures a high-fidelity reproduction of voice and music. The microphone is essentially omni-directional and is recommended by the company for panel discussions, conventions, school programs and recordings in addition to broadcast use. With a selection of either 50-ohm or 200-ohm impedance, the M-30 may be used with any amplifier having a 35-80 ohm or 150-250 ohm input. With stand it weighs one pound. Net price is $48.50.

New reference manual ■ A new 236-page catalog on broadcast-communication-electronic equipment has been announced by Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill. The 1960-61 catalog is designed primarily as a reference manual and may be obtained cost-free by a request with a company letterhead.

NO WONDER THEY CALL BEAUMONT-PORT ARTHUR-ORANGE THE

TEXAS HOT SPOT

And only KFDM-TV

Delivers all of

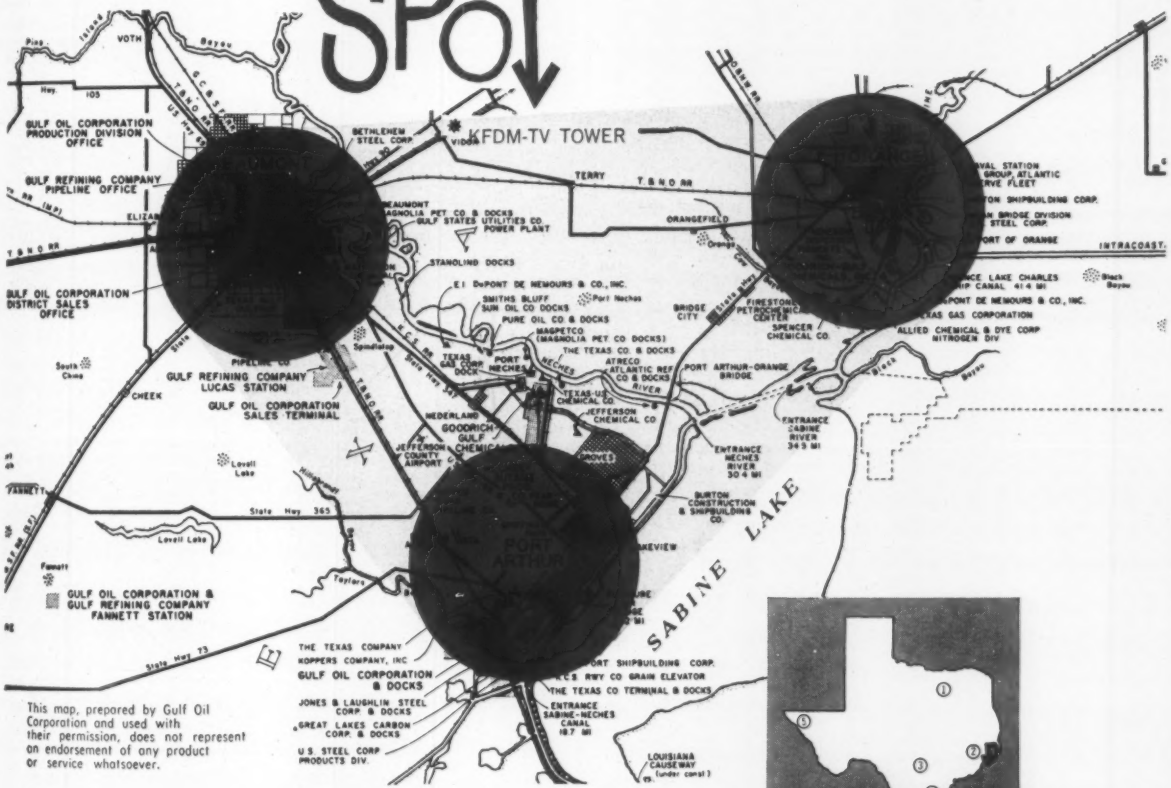
Texas' 4th market

Metropolitan Area—304,194

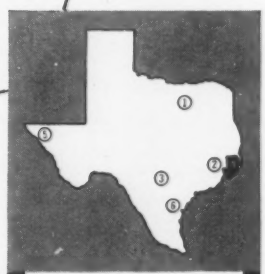
Total KFDM-TV

Coverage Area—753,597

Preliminary 1960 Census Figures



This map, prepared by Gulf Oil Corporation and used with their permission, does not represent an endorsement of any product or service whatsoever.



1 Dallas-Fort Worth
2 Houston
3 San Antonio
4 **BEAUMONT-PORT ARTHUR-ORANGE**
5 El Paso
6 Corpus Christi

CBS
ABC

KFDM-TV

CHANNEL 6

Beaumont Port Arthur Orange

D. A. Cannan, President

C. B. Locke, Executive Vice President & General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

WHERE HAS ALL THE MONEY GONE?

Political timebuying hits snag as Republican cash runs short

Political timebuying ran into money trouble last week, particularly on the Republican side.

While Democrats were lining up sponsored regional hookups in several areas, Sen. Thruston B. Morton (R-Ky.), chairman of the Republican National Committee, said he was unable to put Vice President Nixon on tv nationally from California because of a money shortage.

Campaign Assoc., GOP campaign agency, confirmed Chairman Morton's gloomy explanation of delays in lining up station hookups for speeches (see timebuying roundup (BROADCASTING, Sept. 12). The GOP hopes to raise money at a series of Sept. 29 dinners.

In the 1956 presidential campaign the two parties had about completed buying of time by mid-September. The major networks face the problem of informing sponsors in advance when they plan to cancel programs, providing time to cancel program advertising and promotion.

The GOP has indicated it wants Oct. 3 (8:30-9 p.m.) on CBS-TV but hadn't put it on the dotted line as of Sept. 15. The time is slated for debut of *Buddy* (Scott Paper through J. Walter Thompson Co.).

In addition the GOP has orders at CBS-TV for four five-minute segments at the end of night programs. Democrats have ordered seven such periods. Both Republicans and Democrats have a half-dozen five-minute segments in CBS-TV daytime periods.

On the other hand, Democrats cancelled two NBC-TV half-hours (Sept. 20, 8:30-9 p.m., *Alfred Hitchcock*) and another (Oct. 27, 10-10:30 p.m., *Groucho Marx*). The party retained an Oct. 31 reservation (*Alfred Hitchcock*, 8:30-9 p.m.). Democrats have shifted their schedule of five-minute programs but the GOP buys on NBC-TV haven't been changed.

Debate Details ■ Final details of the first Nixon-Kennedy network appearance Sept. 26 were worked out Thursday (Sept. 15) at CBS-Chicago studios. Taking part in a morning conference, besides Secret Service agents and Chicago police, were J. Leonard Reinsch and Ted Rogers, representing Sen. Kennedy and Vice President Nixon, respectively; Clark George, vice president of CBS-TV Stations Div. and general manager of the originating WBBM-TV; Henry Shaefer, business manager, Chuck Hynds, program director, and William Garry, news chief, all of WBBM-TV; Don Hewitt, CBS producer; Lou Shollenberger, CBS Washington, and others.

Security officers are checking over 200 CBS-Chicago staffers who will be on hand for the Sept. 26 four-network simulcast. Special badges are being issued.

In the studio Sept. 26 will be Dr. Frank Stanton, CBS Inc. president; James Aubrey, CBS-TV president; Robert W. Sarnoff, board chairman, and Robert Kintner, president, both NBC; and Leonard Goldenson, board chairman of American Broadcasting-Paramount Theatres. Sig Mickelson, CBS News president, will be "referee-timekeeper" and Howard K. Smith will be moderator.

Candidates and their aides will arrive at WBBM-TV shortly before 7:30 p.m. (CDT), going to Studio 1 on the first floor for still and newsreel posing. At 7:45 they will go to private quarters while the stage is rearranged. A short warmup is scheduled at 8 p.m., with the hour program starting at 8:30 p.m.

Newsmen and photographers will be assigned to Studio 4. Monitoring and other facilities will be provided. No news conferences have yet been scheduled following the program. WBBM-TV will transcribe the dialogue and supply text to reporters on a running basis.

Regional Plans ■ Five separate regional hookups and a nationwide network are on the current Democratic timebuying schedule. A six-station Pennsylvania network was purchased Sept. 15, for a Kennedy speech originating in Harrisburg. Four stations (WJZ-TV, WMAR-TV Baltimore; WBOC-TV Salisbury, Md.; WTOP-TV Washington) carried a Sept. 16 broadcast from Baltimore.

A North Carolina hookup of 11 stations was to carry a Sept. 17 pickup from Raleigh. The day before the party sponsored a tv tape of a Sept. 12 Ministerial Alliance program originating in Houston. This was carried on six North Carolina tv stations.

Scheduled this week is a West Virginia free-time hookup of six tv stations keyed from WSAZ-TV Huntington (Sept. 19, 9-9:30 p.m.). Candidate Kennedy will speak on a nation-wide ABC-TV hookup Sept. 20 when he addresses a Democratic dinner in Washington on campaign issues. WMAL-TV Washington will feed the network.

In the works are plans for Democratic pickups all around the nation as the candidates appear on fast-moving schedules. Most of the plans aren't fixed, however.

Vice President Nixon plans a 5,000-mile itinerary covering 11 states during the week starting Sept. 26. Cities include Washington; Chicago; Memphis; West Memphis; Charleston, W. Va.; New York City and Queens, Nassau and Suffolk County, N.Y.; Burlington, Vt.; Manchester, N.H.; Boston; Bangor, Me.; upstate New York; Akron, Canton and Mansfield, Ohio, and Evansville, Ind. If money can be raised it appeared the GOP might set up broadcast facilities in many of these areas.

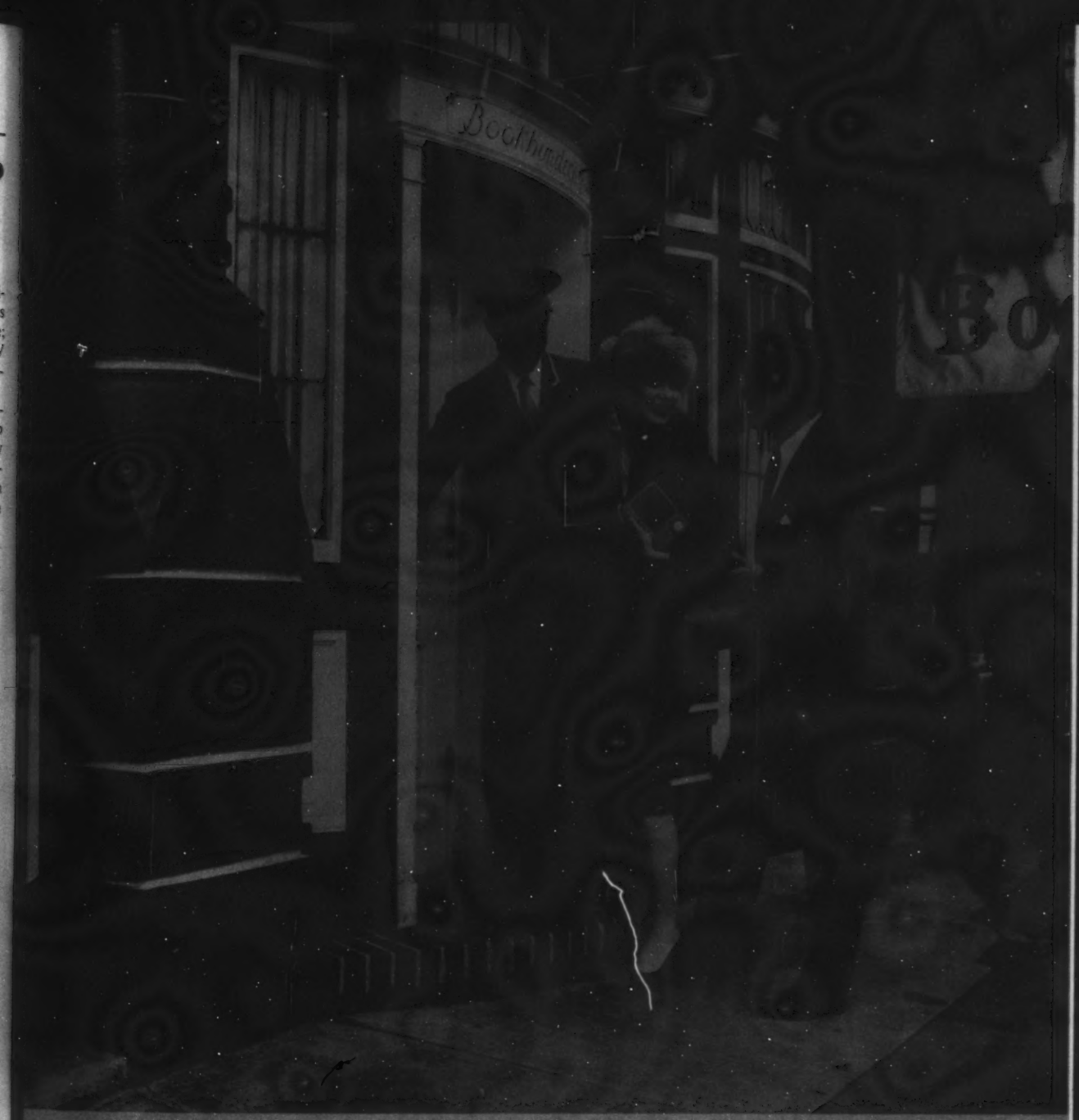
Charge and Countercharge ■ The religious issue gained new prominence last week as Chairman Henry M. Jackson of the Democratic committee called on news media, including radio and tv, to "pursue an immediate investigation of the true financing and true source of the large volume of anti-Catholic material now passing through the U.S. mails."

GOP Chairman Morton came back with the charge that Democrats were pumping the religious issue to new proportions by charging anti-Catholic propaganda was Republican-inspired. He declared this charge was false. The religious question may be reflected in additional use of broadcast media if the heat of party discussion is intensified.

NBC Radio has scheduled a series of five special NBC News programs assessing the effectiveness of the presi-

Silence of night

WVOP Vidalia, Ga., a daytimer did not let night silence stop it from airing election returns Sept. 13. The station not only aired these returns by telephone but sold this service to a local department store and bottling company. WVOP ran promotion spots during the day announcing that during the night the election results are only a telephone number away. Station officials estimate that during a seven-hour period between 2,000 and 3,000 phone calls were handled. The station returned to the air at 4 a.m. Sept. 14 with a complete election tally.

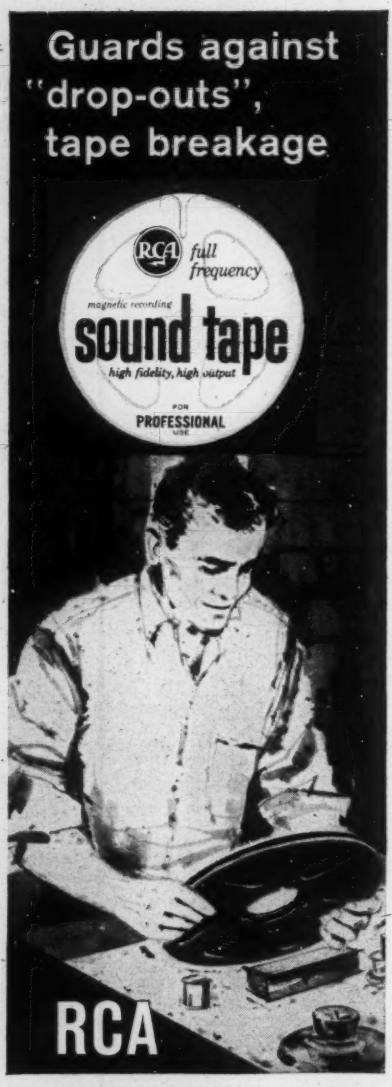


THIS WAY TO GOOD EATING. Live lobsters-in-the-tank, pepper-pot soup and 95 years of tradition attract Philadelphia gourmets to award-winning "Old Original Bookbinders."

Adventures in Good Taste. When Mr. & Mrs. Metrodelphia crave a *sure* gustatory experience, they turn to Bookbinders. When they hunger for responsible newscasting, vital information, public affairs illumination, they choose from **WIP**'s award-winning menu. Sigma Delta Chi gave **WIP** its annual Distinguished Journalism Award. **WIP** received 3 out of 5 first place awards from Pennsylvania's AP Broadcasters Association which cited us for "outstanding news operation" and "distinguished contribution to freedom of information." The public service philosophy so honored has differentiated **WIP** from its contemporaries for the past 38 years. Since Metropolitan began to season the best of traditional ingredients with new program concepts, larger audiences* are being attracted to **WIP** service . . . and your story . . . in **Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. Harvey L. Glascock, V. P. & General Manager. H. D. (Bud) Kauwirth, Sales Director, represented nationally by Edward Petry.

*WIP's June Pulse beats 17.5% faster than April's—as we head swiftly and surely toward first place. (Pulse, Philadelphia Metro Area, June, 1960, 6 a.m.- 6 p.m., Monday through Friday.)



SOUND TAPE

RCA Sound Tape is a premium quality magnetic recording tape designed specifically for critical broadcast recording applications. Essentially flat response throughout the entire audio frequency spectrum, uniformity from reel to reel, and high tensile strength minimize worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. For the name of your local RCA Distributor, write RCA, Electron Tube Division, Harrison, N. J.

*DuPont Registered Trademark

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

dential campaigns in the five major geographical areas of the U.S. Entitled *Election Countdown,* the series will start Thursday, Sept. 29 (8:05-8:30 p.m. NYT). Succeeding programs will be broadcast Oct. 6, 20 and 27 and Nov. 3. Oct. 13 was left open for the joint appearance that evening of Vice President Nixon and Sen. Kennedy on all tv and radio networks. James L. Holton of NBC News' New York staff is *Countdown* producer.

Some 500 tv stations and 3,000 radio stations have been supplied with films and transcriptions designed to stimulate public interest and participation in the Nov. 8 national election. In conjunction with The American Heritage Foundation and The Advertising Council, Bill Sturm Studios Inc., New York, created two one-minute voting films as a public service. Black and white versions have been sent to tv stations, transcriptions to radio stations and color films are being prepared for theatrical distribution. Titled *I'm Goin' to Vote* and *Married, Moved or Come of Age,* the filmed spots are set to music (supplied by Argosy Music Corp.) and feature the "Ani-Kin," a three-dimensional, stop motion puppet that is reported to be exclusive with Bill Sturm Studios.

In Chicago the three tv networks were confronted with a request by Rabbi Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, for time to debate campaign religious issues with Dr. Norman Vincent Peale, prominent Protestant clergyman. Dr. Peale late in the week disclaimed any role in the National Conference of Citizens of Religious Freedom. The group had entered the anti-Catholic phase of the campaign, drawing Democratic charges that Dr. Peale was active in the group.

Political sidelights

■ KABC Los Angeles is conducting its own daily presidential poll on the across-the-board *Open Line,* according to Ben Hoberman, general manager. The poll runs up to election day. Every person phoning Reed Browning, *Open Line* mc., is asked this question: "Who is your choice for President of the United States, Senator Kennedy or Vice President Nixon?" Daily, weekly and running tabulations will be kept.

■ KCBS San Francisco editorialized over the Sept. 10 weekend on voter registration. Maurie Webster, KCBS general manager and CBS Radio vice president, took, "Before It's Too Late" as the editorial theme. He urged the non-registered 40% to register before the Sept. 15 deadline. Instructions were given voters and civic groups were urged to set up drives to bring them to the polls.

■ WCAU-TV Philadelphia assigned John Facenda, newscaster, Jack Whitaker, weatherman, and Gene London, children's favorite, to appear on a special Sept. 13 program titled *Make Your Mark.* Famous sports and stage personalities took part in the special, designed to get out the registration.

■ WWDC Washington solved the problem of "who's on first?" in its upcoming political debates between two congressional opponents by tossing a coin. The station offered free debating time to Rep. John Foley (D-Md.) and Charles Mathias Jr. (R), his opponent. Coin tosser was Ben Strouse, WWDC president.

■ Herald-Tribune Radio Network (four stations) will carry two repeats of the Kennedy-Nixon debates, which start Sept. 26. Two repeats will be carried at 11 a.m. and 5 p.m. the next day. "We can perform a public service to many citizens who may miss the first appearance on the networks or who want to hear the debates a second time." Stations in the New York group are WFYI Garden City, L.I.; WVOX-AM-FM New Rochelle; WVIP Mt. Kisco and WGHQ Kingston.

■ WSAZ-TV Huntington, W. Va., has started a half-hour political feature, *Mr. Candidate,* Sun., 6 p.m. Time is being apportioned equally among candidates for high state and congressional offices. The series is coordinated and directed by Bos Johnson, WSAZ-TV news director.

Liberals' complaint not FCC's concern

The FCC kept hands off a complaint filed last week by the Liberal Party of New York State which charged that some New York tv and radio stations were unfair because they did not carry Sen. John F. Kennedy's speech accepting its nomination for president.

In a Sept. 12 telegram signed by FCC Commissioner Rosel H. Hyde, as acting chairman, the commission said the fairness provision of Sec. 315 applies to issues not candidates.

Mr. Hyde also told the complainants that they had not "specified clearly what particular subject of controversial nature was discussed over the air, the date when the program was carried, the basis for the claim that the station presented only one side of the question, and whether the station afforded an opportunity for the presentation of different viewpoints."

The Liberal Party's telegram was sent Sept. 10 and was addressed to John C. Doerfer, former chairman of the commission.

It's a habit...

watching KMJ-TV in FRESNO
(California)

Of the nearly 200,000 TV homes in the KMJ-TV viewing area (100,000 in Fresno's metropolitan area) the majority of dials are likely to be set on Channel 24 at any given time, as witness:

- the highest percentage of women viewers daytime and nighttime (Mon-Fri) are on KMJ-TV;
- KMJ-TV is FIRST in the daytime hours (Mon-Fri) in 95 quarterhour periods, the other two local stations trailing with 55 and 40;
- KMJ-TV is FIRST in Share of Audience, Sign-on to midnight (Mon-Fri).

Source: ARB, March 1960

KMJ-TV
McCLATCHY BROADCASTING COMPANY
first TV station in the Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

FCC SETS SHOW DOWN ON PAY TV

It orders major hearing on touchy issue; theatremen to fight

Pay television faces another head-to-head battle before the FCC.

A fullscale investigation of the cash-box medium was ordered Sept. 15 by the commission, promising a resumption of the feud between RKO General Inc. and Zenith Radio's Phonevision on the one side and Theatre Owners of America on the other.

Toll service, broadcast and wired, was in the news last week as theatre owners met in Los Angeles at their annual convention. FCC simultaneously was holding a meeting in Washington on the subject, coming up with the decision to hold a second round of pay tv hearings that may run a week. The full commission will sit.

The hearings have as their base RKO General's application to start toll tv broadcasting over its WHCT (TV) Hartford-New Britain, Conn., a uhf outlet (ch. 18) it bought earlier in the year for the purpose of pay tv service.

TOA charged in Los Angeles that the successful advent of toll video service, wired or broadcast, would mean the death of the motion picture theatre.

Summer Test ■ In Toronto, Ont., where wired pay service is in operation, a BROADCASTING check showed the 6,000-subscriber service has felt a summer decline in tune-in, affecting the system's receipts (see survey, below).

TelePrompTer Corp., which some weeks ago announced it would test pay tv on its community antenna system in Liberal, Kan., disclosed last week it may not start the service until November.

The FCC's second pay tv investigation will be in the nature of an inquiry rather than an adversary hearing on the toll application itself. The outcome obviously will affect the fate of the RKO General application for paid service in the Connecticut market.

It will bring together on the one side Thomas F. O'Neil, chairman and president of RKO General, and W. Theodore Pierson, his Washington counsel. On the other side will be Mitchell Wolfson, president of WTVJ (TV) Miami, WFGA-TV Jacksonville, and WLOS-AM-FM-TV Asheville, N.C., as well as president of the Wometco Florida theatre chain, and Marcus Cohn, his Washington counsel.

An order formally announcing the pay tv hearing must first be drawn up by the FCC staff and then resubmitted for Commission approval. This is expected in a week or so. If finally adopted, the hearing itself should start by late October.

Hill Influence Strong ■ The commission was slapped down by Congress in 1958 when it proposed to allow pay tv tests. Most active in opposing the move was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

With Congress' admonitions in mind, the FCC a year ago last March issued a Third Report which spelled out more stringent requirements for a pay tv test. This, it was reported, passed muster with Rep. Harris and his committee.

The Commission's move to hold an *en banc* hearing on the entire pay tv subject is apparently a compromise move in the skirmishing that has been going on between RKO General and the theatre-oriented Joint Committee Against Pay Tv and its adjunct, a Connecticut group of the same name.

RKO General asked that its application be given a hearing before the

Etobicoke revisited: how Canada's toll tv is faring

Toronto homes equipped with Telemeter pay tv service spent an average of $1 weekly for summer programs, according to a random telephone check conducted by BROADCASTING.

This figure showed a marked drop from an average of nearly $2 during the spring months, shortly after Canadian wired service was opened in suburban Etobicoke.

Trans-Canada Telemeter, subsidiary of Famous Players Canadian Corp., had 5,500 homes connected as of mid-September, according to William O. Crampton, operations manager of the system. The figure is expected to reach the 6,000 goal originally set as the limit for a one-year test period.

TCT has released no figures on collections from subscribers and doesn't plan to release such information until the pilot-system is completed next year. Service was started last Feb. 26. The company wants to study subscriber reaction for at least six months after the 6,000 peak has been reached. It then will decide when and where it will expand operations in the Dominion.

Summer viewing fell off in both pay and free television, according to the BROADCASTING check. Typical comments: "There were too many outside things to do." "We were at our cottage." "We were traveling."

No Cutoffs Indicated ■ But those who did not have Telemeter service in their Etobicoke homes showed an interest in its availability on their streets. Most of the non-subscribers said they probably would take the service when it comes to their neighborhood.

Of listeners contacted, some said they did not like the programs offered. Others said the men of the family wanted more sports and hoped to get them this winter. None reported any intent to discontinue the service.

Subscribers said they carefully studied the program listings distributed by TCT not only for pictures they desired to watch but programs for children. Most viewed programs are feature motion pictures, which are changed at least twice weekly. Some parents reported instances of pictures shown during evening hours that they felt were unsuitable for teenagers.

A number stated they preferred pay tv to the theatre for economic reasons. "With four in the family," one housewife stated, "all of us can see a feature for $1 compared to $4 at the theatre." Some preferred the larger theatre screen but settled for pay tv because they could relax at home.

Homes contacted were picked at random in the Belmont 1 exchange, the area in which the Telemeter operation is located.

At TCT Mr. Crampton said the most popular films to date have been "Ten Commandments" and "Please Don't Eat the Daisies." Box-office receipts from the coin-box collec-

full commission. This was in the hope such procedure would speed up a decision. The anti-pay tv groups have opposed this and have pleaded for a full "evidentiary" hearing meaning, it has been assumed, before a hearing examiner in the usual manner.

The application for the $10 million, three-year test of Phonevision system of fee-tv was filed in June by RKO General, in conjunction with Zenith. Zenith developed the Phonevision system. The RKO General-Zenith agreement was first announced last April.

In Los Angeles ■ The TOA convention speakers charged not only that pay tv would mean the death of motion picture theatres but that it would be a hoax on the American public. TOA plans to continue its fight to protect the public from paying to watch programs broadcast over publicly owned airwaves.

Theme of the TOA session was "Pay-Tv—Beating the Menace." Phil F. Harling, vice president of New York's Fabian theatres and chairman of the TOA Toll Tv committee, reviewed the campaign now in progress, having a goal of "30 million signatures from people from all walks of life, directed to every senator and congressman in the nation, telling him in simple, direct language that we don't want pay tv, that it is not in the public interest, that it should be banned in whatever form it takes, whether by wire or by air and that the airwaves are free and should remain free."

Collision course ■ These are leaders of the rival camps that are destined to clash in the forthcoming FCC hearings on subscription television. They are (l-r) Thomas F. O'Neil, head of RKO General which has applied to start a subscription service on WHCT (TV) Hartford; his attorney W. Theodore Pierson, who has also represented Zenith in its long fight for approval of subscription television; Marcus Cohn, attorney for the Theatre Owners of America which is waging a national campaign in opposition to pay tv, and Mitchell Wolfson, president of WTVJ (TV) Miami, president of the Wometco theatre chain and one of TOA's most influential voices.

The committee began by printing 100,000 petitions, but the demand by theatre owners was so great that an additional 75,000 more had to be printed. Already 16 million signatures are in Washington, he stated, predicting that before the next Congress convenes the 30-million mark will have been passed.

In Connecticut, theatre operators have assessed themselves 10 cents a seat to hire legal counsel to oppose the application for a pay tv test and to put on a public relations campaign to tell the public "the truth about pay tv". He urged theatre owners to contribute to the national committee fund, telling them, "Your money and your help will be used for the nationwide campaign pointing toward the adoption by Congress at its next session of a bill to bar pay tv."

Chance to Attack ■ The first chance to learn the truth about pay tv program plans will come when proponents of the Hartford, Conn., experiment testify at the public hearing ordered by FCC, Mr. Cohn, Washington counsel for both the national and Connecticut anti-pay tv committees, told the meeting.

"For 15 years we opponents of pay

tions indicated 50% of boxes had registered viewing of "Ten Commandments." Analysis on the second film has not been completed but is expected to show over 50% penetration.

Coin boxes are collected every 60 days. They automatically record on tape which pictures have been paid for and viewed. Children's programs have been found most popular. Usually they include two features costing about 25 cents for a three-hour program.

Live musical programs on a weekly basis started Sept. 12, with a 50-cent charge for a performance. The first musical program featured Rachel Cavello, Toronto pianist, in *Adventures in Music*. A 90-minute program filed by Larry Henderson, former Canadian Broadcasting Co. commentator, in Russian Samarkand has been featured at 50 cents. Like the musical, it is classed as an educational feature.

Free high-fidelity music is fed into the pay tv system all day, with special concerts in the late afternoon. Free service also includes news, weather and sports obtained from the *Toronto Daily Star* and including mention of the paper by TCT's own newscaster.

Free service has included films supplied by organizations and corporations. Films supplied by Pan-American Airways, Canadian Red Cross, Canadian Cancer Society and conservation films furnished by breweries have been carried on the free channel. Pan-American supplied a series of 39 travelogues.

TCT has a crew of eight installing the last 500 units in Etobicoke homes and apartments where Bell Telephone has brought in the Telemeter cable. Some areas show saturation; others have a waiting list. As of Sept. 12, TCT said 275 names were on the waiting list beyond those already contracted but not connected. The fee for installation of the coin box is $4. Only other cost to subscribers is the amount paid for each program.

Program listings are issued every two weeks and frequent announcements are carried on the announcement channel.

Some difficulty has been encountered in apartment installations where existing community antenna systems were found to be poorly installed. Where building owners have objected, cables have been matched to exterior colors.

Other Problems ■ Delays have been encountered in obtaining rights-of-way over property, clearance in apartment buildings and permits to dig up streets for underground cable. Possible interference with apartment antenna systems has been another problem.

TCT hopes its final studies of viewing habits will present a thorough audience analysis. Some research has been done on the basis of coin-box tapes showing, for example, that some homes watch for a few weeks and then fail to pay for a number of program periods.

By studying cost of maintenance, programming, operations and equipment, TCT hopes to have a complete picture of its wired pay tv operation for the guidance of companies wanting franchises in other areas.

television have attempted through every possible device to force the proponents to give us the specifics of how they intend to program pay tv," he said. "All we have received is pie in the sky. Of course, this is not to say that in the literature which has been distributed to the public the proponents have not promised every academy award winning picture and every Broadway smash hit. In addition, we have the words of the promoters of baseball and football that pay tv would afford them an opportunity to force the American people to pay to see all sporting events on television and multiply a hundredfold their receipts from the boxoffice. . .

"The application of Hartford Phonevision Co. consists of 180 pages. Three-and-a-half of those pages are devoted to its programming proposals. Two-and-a-half of those 3½ pages discuss and emphasize the fact that the applicant intends to rely primarily upon 'current releases' for its programming. No names of producers or distributors who will supply such film to the applicant are mentioned. No reference is made to any specific films." Mr. Cohn commented that he was looking forward eagerly to the opportunity to get some definite answers during the hearing.

Warning exhibitors not to be misled by arguments to the effect that radio didn't kill records, the movies didn't kill the theatre, and so on, so pay tv won't kill theatres, Sumner Redstone of the Northeast Theatres, Boston, said that radio, television, recordings, the Broadway theatre and motion pictures are all various forms of entertainment and so are competitive.

"But," he declared, "they are essentially different forms of entertainment. Of critical importance is the fact that pay tv and motion picture theatre exhibition will involve the sale of the same product to the American public, namely, current motion pictures. And motion picture theatre exhibition will be subjected to impossible competitive conditions."

If theatres are finding the "buck a car" competition of drive-ins hard to meet, what will they do when faced with the "buck a household" competition of pay tv, he asked.

Menace of Pay Tv ■ Exponents of toll television are after a rich prize, Mr. Wolfson stated. It is "a legal and licensed piracy of the free airwaves and a hi-jacking of the only merchandise we have to sell." After the first impact of pay tv has wiped out the theatres, giving the public no choice of picture entertainment except television, "there would be a charge of everything worthwhile that the people might choose to see on their own tv sets, which the people bought and which they must maintain," he said. "Not only would the cost to the public be enormously higher, but they would also be deprived of much good and some excellent entertainment which they now get free.

"This is the greatest menace of pay tv: The deprivation, the needless cost and even the hardship that it would put upon the American public. Certainly, we as exhibitors have an immediate and vested interest to protect, but the real import of our danger or our demise stands small against the monopolistic strangle-hold this retrogressive device would have upon the public."

Pay tv would destroy the capital investment of more than $2.25 billion in theatres and would take the jobs of some 150,000 theatre employes, Mr. Wolfson declared. "Then", he continued, 'While I'm not asking our hearts to bleed for the television industry, consider the economic upheaval and the personnel displacement there. The sales departments of each station would be decimated, or worse. The merchandising and sales promotion departments would be wiped out, or nearly so. The large programming departments and the production staffs would be cut to probably one person each.

"In short, instead of between 100 and 200 employes, a pay-tv station would operate with a staff consisting of little more than a film buyer (and what percentages he would have to pay!), a projectionist, an engineer to keep the station on the air and a few people to collect the ransom the public would have to pay for the return of the use of their own tv sets."

Print Media Selfish ■ Mr. Wolfson warned exhibitors not to believe that the public is enthusiastic about the prospect of pay tv whenever they read favorable articles about it. "Newspapers and magazines have a vested interest, too," he commented, "and they would love to have the advertising dollars now going to television sponsoring their presses instead."

"To the contrary," he said, "whenever the public realizes that pay tv is really 'pay-or-you-don't-see tv,' they have rejected it by almost unanimous majorities."

He cited several polls in which the public voted against pay tv by more than 95% and concluded: "This would seem to indicate that perhaps this case should not be decided in Washington at all, but that it might be a good idea to put it to the people themselves, not just in pre-worded petitions set out in theatre lobbies, but by a national vote by all the people who would be so immensely affected by such a change."

Delay in Kansas ■ TelePrompTer Corp. has moved more slowly than the company had anticipated in the area of pay television. Last summer, with considerable fanfare. TelePrompTer disclosed it had devised the wired "participation tv" system, the heart of which was a "Key TV" control box, and announced the system would be tested in August over a catv system the company owns in Liberal, Kan. (BROADCASTING, June 27). But the test did not come off as scheduled, and it is now tentatively set for November.

A TelePrompTer spokesman said last week that a meeting of top company officials was scheduled in New York last Friday (Sept. 16), at which time the exact date and the type of test to be conducted were to be discussed. He reported that the reason for postponing the test was that TelePrompTer engineers had made improvements in the original methods of collecting data on program usage and the company decided not to experiment with a system that might prove obsolete.

He said that company officials were to determine if the test in Liberal would be merely "engineering" or whether it would include programming. If the latter course were accepted, subscribers would be asked to pay a fee. The Liberal, installation, he said, has 1,900 subscribers, but it is not known how many of the customers would be asked to participate in the tests.

O R A S T I N G

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 19-23, 26-28 (11-11:30 a.m.) **Price is Right**, part.

Sept. 19-23, 26-28 (12:30-1 p.m.) **It Could Be You**, part.

Sept. 19-22, 26-28 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Sept. 20-23, 26-28 (10:30-11 a.m.) **Play Your Hunch**, part.

Sept. 21, 28 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 22 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Sept. 23 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drug through Grey Adv.

Sept. 23 (10-11 p.m.) **Moment of Fear**, Lever through Sullivan, Stauffer, Colwell & Bayles.

Sept. 24 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

Sept. 24 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

Sept. 24 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Sept. 25 (6-6:30 p.m.) **Meet the Press**, sust.

Sept. 25 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson and Beechnut Lifesavers through Young & Rubicam.

Sept. 25 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through Campbell-Ewald.

Sept. 26-28 (6-6:30 a.m.) **Continental Classroom**, modern chemistry, sust.

Sept. 26-28 (6:30-7 a.m.) **Continental Classroom**, contemporary math, sust.

Sept. 26-28 (2-2:30 p.m.) **The Jan Murray Show**, part.

Sept. 28 (10-11 p.m.) **Astaire Time**, Chrysler through Leo Burnett.

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanit 6-1564

SEVEN ARTS' PLANS $11 million guarantee given for WB package

Seven Arts Productions Ltd., Toronto, revealed last week that 40 films of a package of 122 post-50 features purchased from Warner Bros. (BROADCASTING, Sept. 12) will be offered for sale to tv stations, starting this week.

David B. Stillman, president of Seven Arts Productions, said that Seven Arts' contract with Warner provides for a guarantee of $11 million for the 122 films, plus payment to Warner of 50% of funds accruing beyond the guarantee and Seven Arts' distribution expenses. He said Seven Arts is launching a sales and advertising-promotion campaign this week on behalf of the initital 40 features and indicated that other films in the package will be released at later dates, probably in groups of 40.

Mr. Stillman announced that Seven Arts will function in various areas of the entertainment field, including also the production of motion pictures and legitimate theater presentations. He said Seven Arts will produce or coproduce 15 feature films through 1961 in which there will be a total investment of about $30 million.

Louis A. Chesler is board chairman of Seven Arts Productions Ltd., Toronto. He has varied industrial interests, including General Development Corp. (building), Universal Controls Inc. and C. P. Clare Electronics. Eliot Hyman is vice president of Seven Arts Production and president of Seven Arts Associated Corp., New York, a division responsible for the tv distribution of the Warner features. W. Robert Rich is vice president and general sales manager of Seven Arts Associated Corp. Donald Klauber is vice president and national sales manager of Seven Arts Assoc.

The initial package will be known as *Films of the Fifties* and includes such motion pictures as "The Prince and The Show Girl," with Marilyn Monroe and Sir Laurence Olivier; "Strangers On A Train," with Farley Granger and Robert Walker; "The High and the Mighty," with John Wayne; "Springfield Rifle," with Gary Cooper; "A Star Is Born," with Judy Garland and James Mason and "Hondo," with John Wayne and Geraldine Paige. A complete list will be released by Seven Arts within a few weeks.

Mr. Stillman said the company also plans to engage in the production of tv film series, but will not initiate such activity until 1961 because of the pressure of other projects (motion picture production, theater production).

In Steubenville, Ohio

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WSTV-TV

CHANNEL 9

The lowest cost Television bridge to the Upper Ohio Valley's 5 Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

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- IN STEUBENVILLE: John J. Laux, AT 2-6265
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Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
Represented by Avery-Knodel, Inc.

WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

Hollywood musicians to get trust funds

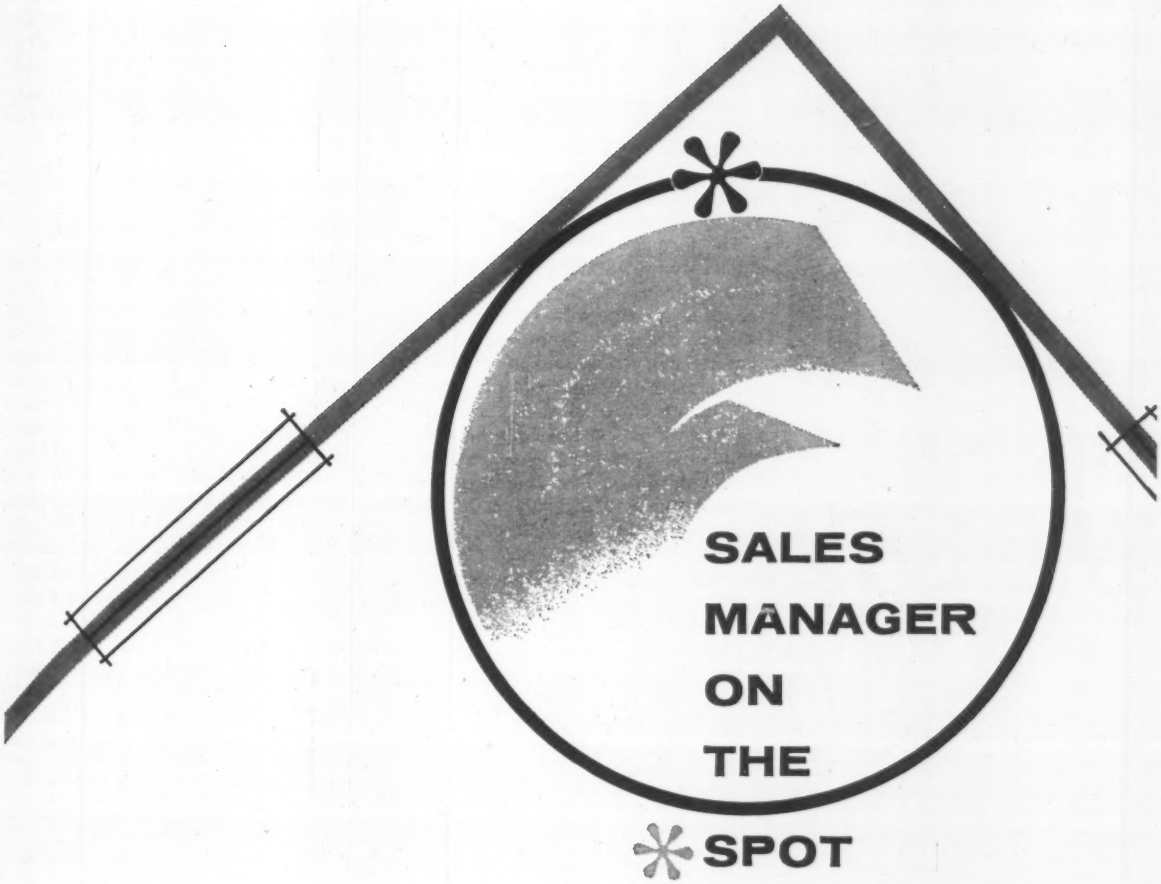
Hollywood musicians who dropped their suits against the American Federation of Musicians for a cash settlement of $3.5 million may get the money before the end of the year. Los Angeles Superior Court Judge Burnett Wilson last week authorized necessary preliminary procedures. Specifically, he permitted attorneys for the rebel musicians to go to the New York Supreme Court for an order for the Musicians Trust Funds to release money collected from recording, transcription and tv film companies. Last month Judge Harold W. Schweitzer of the same court authorized release of about $1 million to musicians employed at the major motion picture studios, covering fees for the release of threatrical films to television.

Attorneys for the plaintiff musicians, Harold A. Fendler and Daniel A. Weber, said that the distribution of the $3.5 million to the individual musicians may take several months. The order for the distribution ends four years of litigation, which itself followed an intensive campaign within the AFM to upset the union's trust fund policies and have wage increases and royalties paid to the individual musicians instead of into the trust funds. In recent months, AFM has revised its policies to permit payment of such fees to the musicians instead of to the trust funds.

Stock exchange plans daily radio-tv report

Upward of 110 radio stations and a handful of television stations are set to take a free, daily stock report from the New York Stock Exchange beginning Sept. 19. Tests are underway now, using a one-minute tape loop on special telephone lines. Reports are recorded by members of the NYSE staff after the 3 p.m. closing, covering highlights of the day's trading. The exchange supplies each station with a special taped opening and closing incorporating call letters, and tv stations get stock film footage of floor action to play with the audio.

With production eventually of new tape cartridges, the exchange plans to expand the report to include more business news and fill the three-minute minimum on long-distance calls. The service is available to any station willing to pay for the line and to accept the NYSE no-opinion news policy. Some 50 radio stations are being accommodated individually by the exchange and around 60 more through Radio Press International. Inquiries about the daily report are handled by Robert E. Gurvitz, Stock Exchange, 11 Wall St., N.Y.



TV Sales Manager Neal Edwards returns home after a gratifying day at the office.† His precocious little son, Kip, greets him at the door, then ushers him over to a large circular table that has been pushed into a corner so that it touches two walls. Kip points ominously at a spot on the table's edge.

"Here's a puzzle for you, Dad," says Kip. "That spot on the table is exactly eight inches from one wall and nine inches from the other. Can you tell me the diameter of the table without measuring it?"

Edwards' math is as sound as his preparation of spot-campaigns for WMAL-TV clients. He solves the problem forthwith. Can you?

Send us the solution and win a copy of Dudeney's "Amusements in Mathematics" — Dover Publications, Inc., N. Y. Repeat winners will receive other valuable (?) prizes.

† *Spent working new clients into WMAL-TV's late-night first-run, first-rate movies.*

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

NO CLOWNING AROUND *with*

FACTS

VIDE-KNOW-HOW gives

WVEC-TV

THE TOP RATED*

CHILDREN'S PROGRAM

in the NORFOLK
PORTSMOUTH
NEWPORT NEWS
HAMPTON *Market*

"BUNGLES the Clown", host on the "3 STOOGES" show, is just the touch of VIDE-KNOW-HOW that moved it into Top Ratings. Similar touches throughout the schedule are delivering top audiences for WVEC-TV advertisers.

*Tops in EVERY Survey since March '60

...and WVEC-TV has the TOP RATED Film Show and leads the field in 89 prime ¼ hours.

Let VIDE-KNOW-HOW work for you

Adjacencies do open up occasionally

Represented by THE KATZ AGENCY

NBC Radio affiliates praise network format

The NBC Radio Affiliates Executive Committee last week took another look at the operation of its network's new programming format—and said it found it every bit as satisfactory as it was the last time they looked.

The format—which since Jan. 1 has emphasized news and public affairs and omitted entertainment shows—"has exceeded our expectation," George W. Harvey of WFLA Tampa, chairman of the affiliates group, said in a statement issued after the meeting, held Thursday in New York. He said "there can be no doubt" that NBC Radio, headed by William K. McDaniel, is No. 1 in both sales and ratings. The committee unanimously endorsed the plan as a "workable format for the stations, the network and the advertisers."

The last time the committee had examined the new format's operation so thoroughly, according to participants, was last April, when the plan had been in effect for three months. The committee then called it "the industry's only forward-looking concept" (BROADCASTING, April 11).

Much of last Thursday's session reportedly was devoted to discussion of CBS Radio's proposed new format, which comes up for approval by CBS Radio affiliates at their convention in New York Sept. 28-29. Under this plan, CBS Radio proposes to eliminate daytime serials and cut back on other drama programs but continue its personality programming and expand its news coverage (BROADCASTING, Aug. 22).

NBC Chairman Robert W. Sarnoff, President Robert E. Kintner, Senior Executive Vice President David C. Adams and Mr. McDaniel, vice president in charge of the radio network, headed the NBC delegation at Thursday's meeting. Affiliates committeemen participating, in addition to Chairman Harvey, were Douglas Manship WJBO Baton Rouge, La.; David M. Baltimore, WBRE Wilkes-Barre, Pa.; Ralph Evans, WOC Davenport and WHO Des Moines; Frank Gaither, WSB Atlanta; William E. Goetze, KFSD San Diego; William Grant, KOA Denver, and Willard Schroeder, WOOD Grand Rapids.

20th's post-'48 sales

Initial sales on the post-'48 package of 20th Century-Fox feature films were announced last week by National Telefilm Assoc. The package of 61 features has been sold in a total of 17 markets, consisting of WNTA-TV Newark-New York, WRCV-TV Philadelphia, WRC-TV Washington, D.C., KTVI (TV) St. Louis, WCKT (TV) Miami, WOW-TV Omaha, KPHO-TV Phoenix, WHNB-TV New Britain-Hartford, WJAR-TV Providence, KUTV (TV) Salt Lake City, KOB-TV Albuquerque, WHYN-TV Springfield, Mass., WKZO-TV Kalamazoo, Mich., KFSA-TV Fort Smith, Ark., KLIX-TV Twin Falls, Idaho, WHBF-TV Rock Island, Ill., and KLRJ-TV Las Vegas, Nev.

K won't be ignored

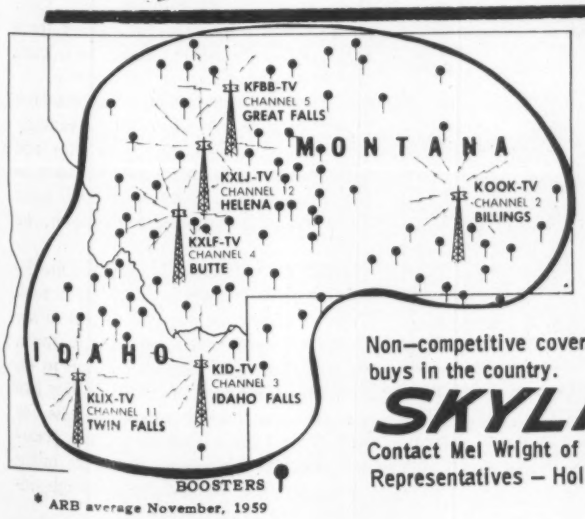
The tv-radio networks said last week they proceed with their plans to cover Premier Khrushchev's visit to the United Nations despite a number of written protests received from viewers. The question came up last Wednesday when John Daly, vice president of ABC's news, special events and public affairs department, issued a statement that said in part: "We've been inundated by letters from all over the nation, asking us to ignore Khrushchev's being here." He added that the network plans "full, regular news coverage," but also emphasized that the Russian leader has not been invited to appear on its news or panel programs. A check Thursday revealed this count of protest letters: ABC-TV, 75; CBS-TV, 25; NBC-TV, 41, and MBS, 14. An NBC spokesman cracked: "We get more letters than this when Jack Paar's tie is crooked."

'Doerfer plan' sales

A number of ABC-TV affiliates have bought Westinghouse Broadcasting's *The American Civil War* series to program in their local "Doerfer Plan" time, according to Trans-Lux Television Corp., distributor of the 13-episode series. It reported sales for that purpose to WKBW-TV Buffalo, N.Y.; WAST (TV) Albany, N.Y.; WSPD-TV Toledo, Ohio, and WSUN-TV St. Petersburg, Fla. Trans-Lux said the series also had been sold to ABC-TV affiliates WMAL-TV Washington, WTVN (TV) Columbus, Ohio, and WLOF-TV Orlando, Fla., but those stations had not decided on using it in "Doerfer Plan" segments.

The "Doerfer Plan" is a voluntary agreement among the three tv networks and former FCC Chairman John Doerfer. It provides that each network will program at least one hour a week of public service shows in prime time, with a half-hour every third week turned back to affiliates for local public service efforts. Beginning this fall ABC-TV will turn back every third week of its 7-7:30 p.m. Tuesday time period, in which it will program *Expedition* on the other two weeks.

bigger than San Diego



* ARB average November, 1959

BIG..at low cost

SKYLINE NETWORK puts 90,600* nighttime TV homes in your pocket every quarter–hour Sunday Through Saturday.....over 32,000 more than the highest rated station in San Diego – at 22% less cost per thousand. With one buy, one billing, SKYLINE delivers the combined Idaho–Montana TV market reachable only through SKYLINE NETWORK.

Non–competitive coverage – No duplication. CBS – ABC. One of the best spot buys in the country.

SKYLINE NETWORK

Contact Mel Wright of Skyline Advertiser Sales – Box 2191, Idaho Falls, Idaho.
Representatives – Hollingbery & Art Moore.

IT'S MOVIES & NEWS AT KHJ-TV

New format makes Los Angeles station a motion picture theatre at home

Two weeks ago in San Francisco, pretty girls invaded the city's advertising agencies, presenting media directors and timebuyers with red buttons reading "MAYFE . . . anywhere." Later, in restaurants frequented by agency people, button wearers were approached by other pretty girls and asked what the letters stood for. Anyone giving the right answer: "Movies are your finest entertainment . . . anywhere . . . and especially on Channel 9, Los Angeles," received nine silver dollars.

Last week in Los Angeles, more pretty girls were making the rounds of agency offices there, again distributing MAYFE buttons. With them went lottery cards, enabling the agency personnel to win cash prizes, plus the grand prize of a "boat trip to Las Vegas" (a geographical impossibility made technically true through the double award of a weekend in the Nevada resort city plus a boat which the winner could take along or not as he chose).

This week, in New York, groups of key agency executives are being taken on luncheon or cocktail yachting trips up the Hudson on a craft newly christened the *S.S. MAYFE 9*. Their host is Mal Klein, vice president and general manager of KHJ-TV Los Angeles, ch. 9 station which proclaims itself *"the* movie station for Los Angeles."

"Many radio stations have based successful operations on a 'music and news' format," Mr. Klein commented the other day. "At KHJ-TV, we've adopted the formula of 'movies and news.' Motion pictures have always been our most popular programs. Now we're making them our only programs, except for news and sports. Our schedule still shows a few tv films, but as fast as our present commitments expire we'll drop them in favor of theatrical pictures."

Like A Movie Theatre ■ More than six years ago, KHJ-TV embarked on an experiment, the same theatrical movie was shown at the same time each night for a full week, theatre fashion. The Los Angeles viewers liked the plan and it's been in effect ever since. Subsequently, a second feature film, run across the board, was added. Then a daily matinee run. Then a weekly *Sneak Preview*. Last week, launched a new double double-feature evening program format making it more movie theatrelike than ever.

At 7:30-9 p.m., Monday-through-Thursday, KHJ-TV now presents its *Million Dollar Movie*. At 9-10:30 p.m., *Channel 9 Movie Theatre* goes on. At 10:30 p.m.-12 midnight, *Million Dollar Movie* is repeated. "The viewer tunes in any time before 9, watches two complete feature films and tunes out when he reaches the point where he tuned in, just like going to a theatre," Mr. Klein commented.

The two-picture combination is also shown on Sunday evening (7-10 p.m.) and Saturday and Sunday afternoons (1-4 p.m.). *Channel 9 Movie Theatre* is also seen Monday-through-Friday at 5-6:30 p.m. In all, each *Million Dollar Movie* gets 11 showings during its week's run on KHJ-TV and the *Channel 9 Movie Theatre* feature is shown 12 times. Both are pictures which have not previously been shown in television in Los Angeles, Mr. Klein said. He adds that he has spent more than $1.3 million since January 1 to get first-run tv rights to top theatrical movies to keep KHJ-TV on top in this type of programming in the highly competitive seven-station Los Angeles market. KHJ-TV now has close to 400 films not yet telecast in the city, he said.

"Our multiple-showing policy means that we only want a viewer to watch us once a week in prime time," Mr. Klein stated. "And it means that we can offer advertisers unduplicated coverage. If they buy adjancies to four westerns on the networks, they may well be reaching the same viewers four times. But if they buy any one of the MAYFE package plans, they're assured that there'll be a new audience for every spot."

Theatre at home ■ One of KHJ-TV's "Miss MAYFE" girls presents Les Wallwork, account executive at Erwin, Wasey, Ruthrauff & Ryan with his "Movies Are Your Best Finest Entertainment" button.

The Plans ■ Only one-minute announcements are offered under these weekly package plans, which include: *Million Dollar Movie* 16-spot package (11 *M$M* plus five different *Million Dollar Matinee* [Mon.-Fri., 3-4:30 p.m.] films) for $2,500; eight spots for $1,350. *Channel 9 Movie Theatre* 12-spot package for $1,800, six spots for $1,000. Whipsaw Plan 14-spot package (in two weeks covers all *M$M* and *Ch9MT* showings) for $2,250, seven spots for $1,200. Other plans offer various combinations of *M$M* and *Ch9MT* ranging from as few as 10 (or five for the half-strip) to as many as 28 spots per week.

"We feel advertisers are entitled to the full attention of the audience and our plan lets them have it," Mr. Klein said. "At no time during either *Channel 9 Movie Theatre* or *Million Dollar Movie* will we put two one-minute spots back to back. When it's time for a commercial break—and that will come where it won't interrupt the picture objectionably and never less than 15 minutes away from the previous break—we will show a one-minute message, then a 10-second programette, then the second commercial and then back to the movie. The programettes will be made up of news headlines, information about the picture or its star or something else of interest to the viewer. They will never include any sell, not even for a charity drive or civic cause, such as a "Get Out the Vote" spot this fall. Nor will they ever be trailers for next week's movie. They'll be genuine news or information."

The KHJ-TV schedule calls for a five-minute newscast between the end of any movie and the start of the next one, or every 90 minutes, Mr. Klein said. There will also be at least three news bulletin-and-headline broadcasts during the showing of each movie.

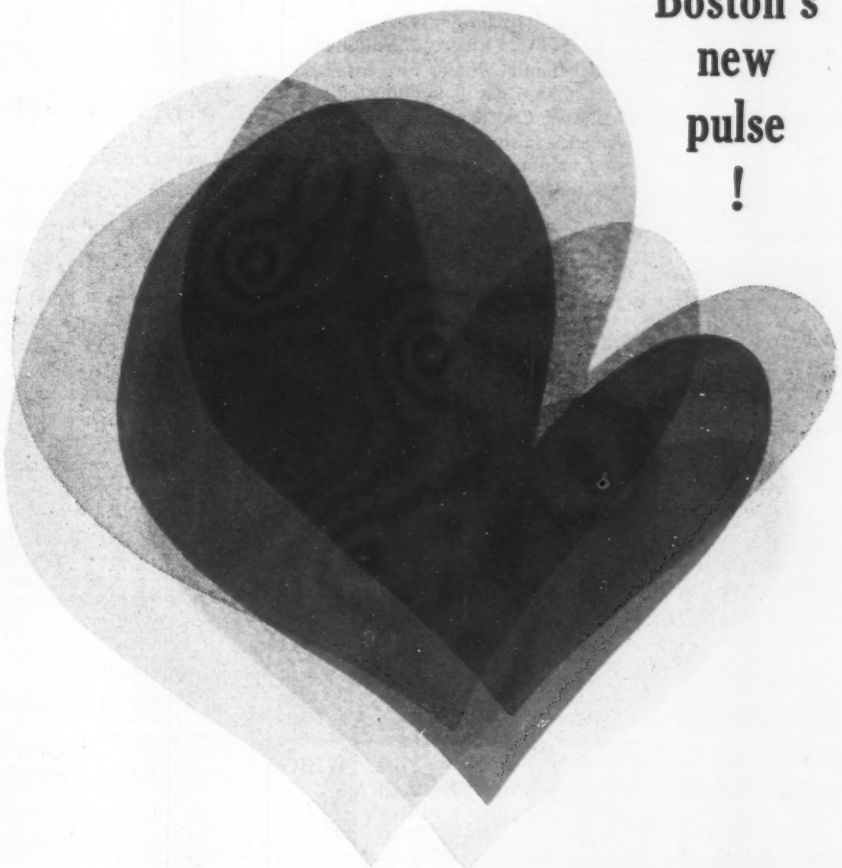
To enable the station to broadcast every picture to the best advantage, KHJ-TV is installing RCA film and slide color equipment and as soon as the installation is complete all color films will be broadcast in color, he said.

KHJ-TV will actively promote moviegoing to its viewers, Mr. Klein said. "With our format we can afford to say 'There's a great new picture in town, go see it tonight. You can watch us tomorrow.' " He expects that a policy like this will pay off by making it easy for KHJ-TV to get top movie stars as guests for special occasions and "it might even pay off financially through increased movie advertising."

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC. **WBZ** BOSTON + WBZA SPRINGFIELD
REPRESENTED BY AM RADIO SALES

Look at Boston's new pulse !



You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsaville Radio programs to a positively receptive audience of 1,433,000 Negroes with an annual cash income of 824 million dollars! They spend 80% of it for consumer goods—name brand, quality products. But the ONLY way to get your share of this buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsaville Radio! Any budget you make for these markets must include Rounsaville Radio or you completely miss this $824,000,000 consumer group! Get the facts about Rounsaville's six number-one rated stations! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it is a daily necessity! Proof of our Know-How is the Negro's quick, loyal response to products advertised on Rounsaville Radio. Let us tell him about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

Film sales

"Lock Up" (Ziv-UA)

Sold to these advertisers to alternate with American Tobacco: Phillip's Petroleum, WNBQ (TV) Chicago; Kroger Co. on WTHI-TV Terre Haute, Ind. and WDAF-TV Kansas City; Rose Talbert Paint Co. for WIS-TV Columbia, S.C.; WSIX-TV Nashville, and WNHC-TV Hartford, Conn. Other sponsors to buy film are Dumas Milner Pontiac Co., KTHV (TV) Little Rock and Bank of Commerce, KID-TV Idaho Falls, Idaho. Also sold to WGAN-TV Portland, Me.; WROC-TV Rochester, and KCRA-TV Sacramento.

Now in **184** markets.

"Best of the Post" (ITC)

Sold to Pacific Gas & Electric Co. for stations in San Francisco, Bakersfield, Chico-Redding, San Luis-Obispo, Salinas-Monterey, Eureka, and Fresno, all California; California-Oregon Power Co., for markets in Oregon; Idaho Power Co., for Boise; Iowa Power Co., for Cedar Rapids-Waterloo; Niagara Mohawk Power Co.; Blue Cross, for Buffalo; Charleston National Bank for WCHS-TV. Liberty National Bank and Atlantic Mutual Fire Insurance for Savannah; Royal Bedding, Pittsburgh; Miles of California for KRCA-TV Los Angeles, Crosley Broadcasting stations in Cincinnati, Columbus, and Atlanta. Triangle Broadcasting bought the show for its stations in Philadelphia, New Haven-Hartford, Binghamton, Altoona-Johnstown; Lebanon, and Fresno.

"Case of the Dangerous Robin" (Ziv-UA) Sold to Labatt's Breweries for WKBW-TV Buffalo; WCNY-TV Watertown, N.Y., and WWJ-TV Detroit. Max Factor has signed for KONA (TV) Honolulu. Station sales include KERO-TV Bakersfield; WTVN (TV) Columbus, Ohio; WTVH (TV) Peoria, and KVIP-TV Redding, Calif.

Now in **97** markets.

"Movieland Features" (UAA)

Sold to WKBW-TV Buffalo; KRIS-TV Corpus Christi; WOWL-TV Florence, Ala.; WINK-TV Fort Myers, Fla.; WFGA-TV Jacksonville, Fla.; KLFY-TV Lafayette, La.; WGAL-TV Lancaster, Pa.; KGNS-TV Laredo, Tex.; KLRJ-TV Las Vegas, Nev.; WNEW-TV New York; WJHG-TV Panama City, Fla.; KCRA-TV Sacramento, Calif.; KPLR-TV St. Louis; WHYN-TV Springfield, Mass., and Dodsworth, Falck & Hutchinson, Columbus, Ohio.

Various United Artists Assoc. Films.

"Olympic Cavalcade" and "Noah's Ark" sold to KRIS-TV Corpus Christi; "The Jazz Singer" to KCRA-TV Sacramento; and "Son of the Sheik" sold to WTVT (TV) Tampa, Fla.

"The Adventures of Mark Twain" (UAA)

Sold to WHEN-TV Syracuse, N.Y.; KCRA-TV Sacramento, Calif.; KYW-TV Cleveland, and WMTW-TV Poland Springs, Me.

"Yankee Doodle Dandy" (UAA)

Sold to KYW-TV Cleveland; WOWL-TV Florence, Ala.; WMTW-TV Poland Springs, Me.; KVAR (TV) Phoenix, and KFYR-TV Bismarck, N.D.

"The Latest 62" (Lopert Pictures)

Sold to KRCA-TV Los Angeles; WABC-TV New York; WFIL-TV Philadelphia; WMAR-TV Baltimore; WCKT (TV) Miami; WWL-TV New Orleans; KPLR-TV St. Louis; KROD-TV El Paso; WAVY-TV Norfolk; WNHC (TV) New Haven, Conn.; WNBF-TV Binghamton, N.Y., and CKLW-TV Windsor-Detroit.

Program notes

Signs 33 ■ Community Club Awards, Westport, Conn., has signed 33 stations to membership since Aug. 1. New station members include WGUY Bangor; WENE Endicott, N.Y.; WGLI Babylon, N.Y.; KNIM Maryville, Mo.; WHAI Greenfield, Mass.; WSEE-TV Erie, Pa.; WROK Rockford, Ill.; WGGO Salamanca, N.Y.; WBRN Big Rapids, Mich., and KAUS Austin, Minn. Renewals were contracted for 23 stations.

UN reports ■ Point of Origin Inc. has announced availability to local independent radio stations of daily on-the-spot reports from the coming United Nations sessions in New York. Jeff St. John will be at the UN today (Sept. 19) before the formal opening, through the many weeks the proceedings are expected to run. Further information can be had from Mr. St. John through the Senate Radio-Tv Gallery in Washington.

Of voters & ragtime ■ National Educational Television & Radio Center, N.Y., has prepared two taped series, *Grassroots Voter—1960* and *The Ragtime Era* for showing initially on educational tv stations and for subsequent release to commercial stations. *Grassroots Voter* consists of seven one-hour programs examining the seven most crucial issues of the upcoming political campaign, with participation in the series by 13 etv stations. The series was released Sept. 18. *The Ragtime Era*, a 30-minute program devoted to entertainment, music instruction and history of American music, is set to begin on NET stations on Oct. 30.

1 WPEN IS FIRST IN PHILADELPHIA

PULSE 1960 FM STUDY

25.2% OF THE FM AUDIENCE
LISTENS TO WPEN-FM . . .
THE LEADING FM STATION

IN FM AND AM, WPEN MAKES THINGS HAPPEN IN PHILADELPHIA

DIAL 950 **WPEN**

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS **WPEN** – *Philadelphia;* **WSAI** – *Cincinnati;* **WALT** – *Tampa*

WFAA

radio & television

Serving the greater DALLAS - FT. WORTH market

Precision metals and precious jewels. But it also takes that "quality touch" of a master watchmaker to create such a perfect blending of balance and motion.

Similarly, it takes far more than facilities to achieve that quality atmosphere so vital to good broadcasting and telecasting practices.

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

A STERN DECISION ON CH. 7 MIAMI

Three applicants disqualified; WCKT (TV) grant held void

Disqualification of three of the four applicants for Miami's ch. 7—including the present grantee, WCKT (TV)—and the voiding of the 1956 grant were recommended last week by special FCC hearing examiner Horace Stern.

Judge Stern found that the three applicants had made behind-the-scenes approaches to former FCC Commissioner Richard A. Mack and thus tainted themselves to such an extent that—

- The grant made in January 1956 to Biscayne Television Corp. (WCKT) was void.
- Biscayne Television, East Coast Television Corp., and South Florida Television Corp. are disqualified to receive the grant.

The only applicant found by Judge Stern to be untarred is Sunbeam Television Corp. Sunbeam is principally owned by Sidney D. Ansin, Miami businessman who has large real estate interests in the state.

The examiner's recommendations must be accepted by the FCC before they become final. Usually parties file exceptions and a hearing is held before the commission *en banc* before a final decision is handed down.

Charges that some of the Miami ch. 7 applicants attempted to influence Commissioner Mack outside the record were first made before the House Legislative Oversight Subcommittee in 1957. The case was remanded to the FCC at its own request by the U. S. Court of Appeals in 1959. Hearings were held in Philadelphia before Judge Stern last June.

WCKT, and its companion stations, WCKR-AM-FM, are owned by principals of the *Miami Herald* (Cox) and *Miami News* (Knight) and Niles Trammell, former president of NBC. Mr. Trammell holds 15%. The remainder is divided equally among the principals of the Miami newspapers.

The Findings ■ Judge Stern found that Biscayne principals enlisted the aid of Ben A. Fuqua, vice president of the Florida Light & Power Co.; and that Mr. Trammell, James M. Cox Jr., president of the *Miami News* (and principal owner of the Cox radio-tv stations), and John D. Pennekamp, associate editor of the *Miami Herald* (a Knight newspaper) spoke to Mr. Mack about the case at various times while it was pending before the FCC.

The examiner held that South Florida Television Corp. (which is headed by Jack Stein), used Perrine Palmer Jr. and Thurman Whiteside, both friends of Commissioner Mack, to intercede in its behalf. He found that East Coast Television Corp. (whose principal owner is Richard Mead), had engaged Miles H. Draper, a Tampa attorney and Republican political figure, who brought pressure on Commissioner Mack.

In reviewing these activities, Judge Stern stated:

"And so, viewing the entire case in retrospect, while no doubt there was merit in the applications of each of the three parties here under discussion, it is clear that they were not content to rest their respective claims on such merit, but, forgetting the wise adage that 'Striving to better, oft we mar what's well' [King Lear, Act. 1, Scene 4], they failed to realize that their ill-advised attempts improperly to influence Commissioner Mack merely impaired in advance the validity of any award they might be fortunate enough subsequently to gain by the final decision."

The Precedent ■ In considering the question of disqualification, Judge Stern leaned heavily on the FCC's final decision in the Miami ch. 10 case. This decision, issued July 14, voided the 1957 grant to National Airlines and found that three of the four applicants disqualified themselves by engaging in behind-the-scenes attempts to influence Commissioner Mack. The commission issued a new grant for Miami ch. 10 to L.B. Wilson Inc. This decision is now being contested in the courts.

In his conclusions, Judge Stern found that Mr. Mack should have disqualified himself in the final voting in the Miami ch. 7 case; that having failed to do so the grant was void, and that Biscayne, South Florida and East Coast Television "having been guilty of misconduct and improper activities of a type that revealed a lack of proper respect on their part for the integrity of the adjudicatory process, are disqualified to receive a grant of their applications for a construction permit for ch. 7, Miami."

The FCC also on July 14 voided the 1957 grant of ch. 5 in Boston to the *Boston Herald-Traveler,* but did not disqualify the permittee or any of the others in this case. This too is being contested in court.

Awaiting FCC decision is a final order on the St. Louis ch. 2 case. In this, Judge Stern found that KTVI (TV) St. Louis principals had engaged in off the record activities to influence the move of ch. 2 from Springfield, Ill., to St. Louis, but that no disqualification attached. He did recommend, however, that the move be vacated and the subject re-evaluated.

Designated for hearing on the *ex parte* issue are two additional cases: Jacksonville, Fla., ch. 12 and Orlando, Fla., ch. 9. These have not yet gone to hearing.

Holtz resigns

Edgar W. Holtz, associate FCC general counsel who has been chief attorney for the commission in handling the *ex parte* cases, has resigned from the FCC effective Friday (Sept. 16). He is joining the Washington law firm of Hogan & Hartson.

Mr. Holtz joined the FCC in 1955 as assistant chief of the Office of Opinions & Review. In 1956 he was named associate general counsel and in 1958 he was assigned the job of prosecuting the sticky investigations of alleged influence in television grants. He was the senior commission attorney in four of these cases Miami ch. 10, Boston ch. 5, St. Louis ch. 2 and Miami ch. 7.

Grossmans proposed for Miami's ch. 6

South Florida Amusement Co., whose principals operate a Miami drive-in theatre, was recommended over two other applicants for grant of Miami ch. 6 in an initial decision issued last week by FCC Hearing Examiner Forest L. McClenning.

Mr. McClenning said South Florida excels in broadcast experience and integration of ownership and management over applicants Publix Tv Corp. and Coral Tv Corp. South Florida President Sherwin Grossman and his father, Harry J. Grossman, vice president and treasurer, operated WBUF-TV Buffalo N.Y. (ch. 17) from August 1953 until the uhf station was sold to NBC in December 1955. Mr. McClenning found the applicants equal in the factors of local residence, planning, policies, staffs, equipment and studios, with "moderate differences" in civic participation, diversity of business back-

In Roanoke in '60 the Selling Signal is SEVEN...

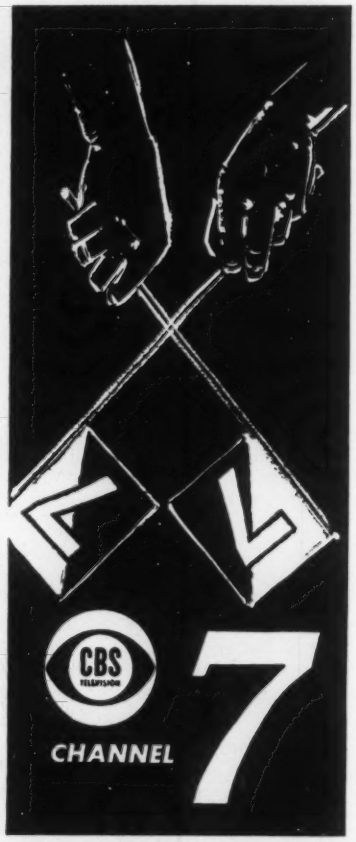
Wig-wagging will get you nowhere, but your selling message on WDBJ-TV will go into over 400,000 homes in Virginia, N. Carolina and W. Va. . . . a rich and growing Television Market of nearly 2,000,000 people.

You can sell like sixty on seven. In Roanoke, seven is *WDBJ-TV* . . . best in sight, day or night, for higher ratings at lower cost. Your only station in this area offering CBS network shows — *plus* superior local programming, *plus* hard-hitting merchandising assistance.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



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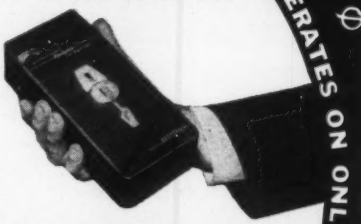
MOHAWK MIDGETAPE PROFESSIONAL 500
HIGH SPEED
POCKET TAPE RECORDER

NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY



Used by NBC – CBS and numerous radio and TV stations, for recording in the field.

Records anything it hears and plays it right back in unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.

"Science Fiction" accessories available for confidential recordings.

For literature, or free demonstration in your office, write Dept. B.

ALL TRANSISTORIZED

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944 halsey street brooklyn 33, new york
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grounds and programming.

The FCC allocated ch. 6 to the Miami area April 24, 1957.

FCC refuses to delay Miami, Boston rulings

The FCC last week denied petitions by incumbent operators of ch. 10 in Miami (WPST-TV) and ch. 5 in Boston (WHDH-TV) asking for stays of the agency's orders of July 14 which vacated grants of the respective channels to the two.

The commission had issued instructions to this effect the week before which also authorized L.B. Wilson Inc. (WLBW-TV), only one of the four Miami applicants not disqualified, to construct a ch. 10 station with 316 kw visual power and an antenna height of 520 feet and gave WLBW-TV special temporary authority to operate for four months only after construction (BROADCASTING, Sept. 12).

WPST-TV, owned by National Airlines, may continue on the air only until Sept. 30. WPST-TV had asked for the stay pending court action on its motion to vacate the July 14 FCC decision which had rescinded the Feb. 7, 1957 grant to that station. Other ch. 10 applicants were WKAT Miami and North Dade Video Inc.

WHDH-TV's petition had asked for a stay of the FCC's July 14 order pending the station's petition for rehearing. In the July 14 order vacating the April 24, 1957, grant to WHDH-TV, the FCC directed further comparative evaluation of WHDH-TV and the other three contestants for ch. 5, including filing of briefs and oral argument before the FCC, but allowed WHDH-TV to continue operating on ch. 5 under special temporary authority. Other Boston ch. 5 contestants are Greater Boston Tv Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs.

Commissioner Robert E. Lee dissented from both of the FCC decisions last week. Commissioners T.A.M. Craven and Charles H. King did not participate.

Illiana plea backed in Terre Haute case

The Broadcast Bureau supported applicant Illiana Telecasting Corp. in asking during oral argument last week that the FCC overturn an examiner's initial decision favoring WTHI-TV Terre Haute for award of ch. 2 in that city. WTHI-TV presently occupies ch. 10 but has applied for ch. 2; meanwhile, it is in a license renewal proceeding for ch. 10 in which Livesay Broadcasting Co. (WLBH Mattoon, Ill.) has applied for ch. 10.

Illiana said WTHI-TV principals also

WAVE-TV Gives You 28.8% MORE HEAVY EATERS!

(therefore 28.8% more food-selling opportunities!)

When more people see your commercials, you automatically make *more sales*. So it's important to you that, from sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky.

And you pay less per thousand for viewers on WAVE-TV than on any other station in this area. A lot less! NBC Spot Sales can PROVE it to you!

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

The law of the land

The President signed the payola bill (S 1898) into law (Public Law 86-752) last week and FCC staff people began analyzing the legislation so rulemaking can be issued to implement it.

All sections of the new law are effective as of the date of presidential signature (Tue., Sept. 13) except setting up a pre-grant procedure of "petitions to deny" a grant to replace the present protest procedure for grants made without hearing. The new pre-grant provisions become effective 90 days from enactment.

A commission spokesman said last week the FCC staff still is studying the bill and issuance of proposed rulemaking hasn't yet been taken up at FCC meetings. He said it's likely separate rulemaking will be issued for the different sections of the new law. For those sections effective immediately (forfeitures, payola, quiz rigging), he said the FCC will rely on the intent and cited instances in Senate and House committee reports to administer these provisions until the FCC rulemaking goes into effect.

One FCC spokesman said that to get the rules on pre-grant procedures into effect within the 90 days the FCC has the authority to call for comments within the minimum period of 45 days from its notice and, to make the deadline, dispense with the usual replies to such comments, which would take additional time. FCC Chairman Frederick W. Ford said last week he has no comment on FCC rulemaking plans for the new law.

control a radio station in Terre Haute and the city's only two newspapers, adding the newspapers charge joint national advertising rates, which the FCC has considered in past cases. WTHI-TV is asking for ch. 2, even though it has not tried to improve its ch. 10 facilities by asking for increased antenna height, Illiana said, and now wants the FCC to assure that it keeps ch. 10 until it gets ch. 2.

Illiana and the Broadcast Bureau said a grant to Illiana will give Terre Haute two tv stations, while a grant to WTHI-TV will place things in an uncertain position.

WTHI-TV replied that Illiana is ignoring the fact that a court has vacated the allocation of ch. 2 to Terre Haute and that nobody can build until the related Sangamon Valley case involving a shift of ch. 2 from Springfield to St. Louis) is resolved. The station said Illiana, which has claimed ch. 10 to be just as good as the dropped in ch. 2, should have applied for ch. 10 along with Mr. Livesay, but, instead, lost in a "fair fight" for ch. 2 with WTHI-TV in the initial decision.

WTHI-TV charged the Broadcast Bureau with trying to "reinstate" the FCC's "anti-straddling" rule to preclude a station from trying to better itself. WTHI-TV, he said, feels ch. 2 is better than ch. 10 (six additional miles coverage). The station, by being in the position of trying to hold on to ch. 10 until it is awarded ch. 2, has been "placed in a box not of our own choosing," WTHI-TV said. The Terre Haute station said there is no evidence its principals have ever handled the newspaper and broadcast properties in a way contrary to the public interest.

'Cut' religious film spurs complications

WTIC-TV Hartford expressed surprise last week that its deletions in a religious film broadcast last January resulted in introduction of a bill in Congress.

Rep. Abraham Multer (D-N.Y.) introduced the bill (HR 13161) on Aug. 31, the day before Congress adjourned, which would prohibit a station from making deletions in material where there is a prior agreement with another person specifying the matter to be broadcast.

The bill, which died automatically as Congress adjourned, was introduced by Rep. Multer after a complaint was made to him by the Commission on Social Action of Reformed Judaism, New York, about WTIC-TV's deletions from a film furnished to the station by Rabbi Samuel E. Karff of West Hartford for a sustaining religious program. The film was furnished to Rabbi Karff's synagogue by the commission.

The compaint to Rep. Multer was that WTIC-TV deleted two portions of the film, "The Work of My Hands." The station said it deleted as unsuitable for Sunday audiences treatments on starvation abroad ("too cruel and stark") and on capital punishment ("too controversial").

Leonard J. Patricelli, vice president and program director of WTIC-TV, said the station's position on capital punishment is in line with the NAB Tv Code which states that religious programs should emphasize "broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality."

He said WTIC-TV carried the film last Jan. 24 and that Rabbi Karff knew about and agreed with the station's position on the deletions six days before the broadcast.

Rep. Multer said last week he will reintroduce the bill next year if he's re-elected and if broadcasters do not give him sufficient reasons why the bill should not be reintroduced.

FCC actions favor five new daytimers

The FCC last week granted two new am stations and indicated intentions to grant a third, while commission hearing examiners recommended am grants to two other applicants. In all cases the stations would be the first local outlets in their respective communities.

Great Plains Broadcasting Inc. was granted 1310 kc, 500 w, daytime, at Fairbury, Neb.

KTM Broadcasting Co. was granted 910 kc, 500 w, daytime, at North Charleston, S.C.

The FCC directed preparation of orders for a grant to Macon County Broadcasting Co. of 1050 kc, 250 w, daytime, at Montezuma, Ga.

Examiner Annie Neal Huntting recommended Canandaigua Broadcasting Co. for grant of 1550 kc, 250 w, daytime, at Canandaigua, N.Y.

Examiner Charles J. Frederick recommended Herman Handloff for 1260 kc, 500 w, daytime, directional, at Newark, Del.

Radio and video tape aid 'Voice' expansion

The U.S. Information Agency's Voice of America expanded its radio broadcasts to Latin America and Africa and the agency's television service inaugurated a new video tape production studio during the first six months of 1960, USIA Director George V. Allen announces today (Monday) in his semiannual report to Congress.

The VOA in March started a one-hour daily Spanish-language shortwave broadcast which by the end of June was being relayed to local audiences by 75 regular (medium wave) broadcast stations in eight Latin American countries, Mr. Allen said, and more stations are being added to the list. Latin American stations also used around 80,000 hours of programs recorded by the VOA.

In the six-month period, the Voice added a half-hour French-language broadcast to West and Central Africa, where French is widely spoken, and also placed in operation a new antenna at its Munich, Germany, base to

POPEYE the TV STAR is "winding up"—

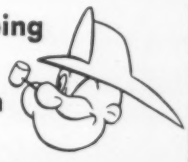
—to pitch a Spectacular Sales Season for Smart Stations!

He's an Angel in DALLAS-FORTH WORTH . . .

"Delighted to have new POPEYE series . . . Commercial interest high; already have confirmed orders and expect to be sold out by starting date . . . Have every confidence program will be number one in time slot."

ROY BACUS, Manager
WBAP-TV, Fort Worth

He's Going Like a 3-Alarm Fire in LOS ANGELES . . .



"We are so enthused over the new Popeye cartoons that we have increased our Popeye program to a full hour as of October 1st, and we are delighted to say that this new hour format is sold out as of that date."

RICHARD W. JOLLIFFE
General Sales Manager
KTLA-TV, Los Angeles

He's an Inspiration for Poetry in ROCHESTER . . .

"We got Popeye the Sailor Man
And the sponsors
to Channel Five ran.
While he won't start 'til October
We're already in clover,
With Popeye the Sailor Man."

PAUL SCIANDRA
WROC-TV, Rochester (N. Y.)

Have you investigated the sales potential of POPEYE for your fall schedule? AUDITION PRINTS IMMEDIATELY AVAILABLE.

208 ALL-NEW POPEYE TV EPISODES

for delivery on or after October 1

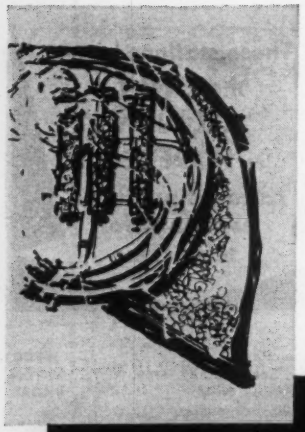
Wire or call: AL BRODAX, Director **TED ROSENBERG, Director of Sales**

KING FEATURES SYNDICATE TV

MU 2-5600 MU 2-5965 **235 E. 45 St., New York 17, N. Y.**

These stations have the ONLY ALL-NEW POPEYE cartoons produced especially for television:

Altoona, Pa.	WFBG
Albany, Schenectady, Troy, N. Y.	W-TEN
Albuquerque, N. M.	KOAT
Asheville, Greenville, Spartanburg, S. C.	WLOS
Atlanta, Ga.	WSB
Bakersfield, Calif.	KLYD
Baltimore, Md.	WBAL
Bangor, Me.	WLBZ
Bay City, Saginaw, Mich.	WNEM
Billings, Mont.	KGHL
Binghamton, N. Y.	WNBF
Birmingham, Ala.	WAPI
Bismarck, Minot, N. D.	KFYR
Boise, Idaho	KBOI
Boston, Mass.	WBZ
Bristol, Va.-Johnson City, Tenn.	WCYB
Buffalo, N. Y.	WKBW
Cape Girardeau, Mo.	KFBS
Chicago, Ill.	WBBM
Cincinnati, Ohio	WCPO
Cleveland, Ohio	KYW
Columbus, Ohio	WBNS
Colorado Springs, Colo.	KKTV
Dallas, Ft. Worth, Texas	WBAP
Denver, Colo.	KBTV
Detroit, Mich.	CKLW
Duluth, Minn.	WDSM
Eugene, Ore.	KVAL
Fort Wayne, Ind.	WKJG
Fresno, Calif.	KFRE
Grand Rapids, Kalamazoo, Mich.	WOOD
Green Bay, Wisc.	WBAY
Greenville, N. C.	WNCT
Holdrege, Kearney, Neb.	KHOL
Honolulu, Hawaii	KHVH
Huntington, Charleston, W. Va.	WSAZ
Jacksonville, Fla.	WFGA
Kansas City, Mo.	KMBC
Lebanon, Pa.	WLYH
Los Angeles, Calif.	KTLA
Lubbock, Texas	KDUB
Miami, Ft. Lauderdale, Fla.	WTVJ
Minneapolis, Minn.	WTCN
New Haven, Conn.	WNHC
New Orleans, La.	WWL
New York City, N. Y.	WPIX
Norfolk, Va.	WVEC
Omaha, Neb.	KMTV
Orlando, Fla.	WDBO
Peoria, Ill.	WEEK
Philadelphia, Pa.	WFIL
Phoenix, Ariz.	KPHO
Pittsburgh, Pa.	WTAE
Portland, Ore.	KGW
Richmond, Va.	WRVA
Roanoke, Va.	WSLS
Rochester, N. Y.	WROC
Sacramento, Calif.	KCRA
St. Louis, Mo.	KMOX
Salt Lake City, Utah	KUTV
San Antonio, Texas	KENS
San Diego, Calif.	KFSD
San Francisco, Calif.	KPIX
Seattle, Tacoma, Wash.	KING
Sioux Falls, S. D.	KELO
Spokane, Wash.	KREM
Syracuse, N. Y.	WSYR
Steubenville, Ohio	WSTV
Tampa, Fla.	WTVT
Temple, Texas	KCEN
Toledo, Ohio	WSPD
Washington, D. C.	WTTG
Wichita, Hutchinson, Kans.	KTVH
Yakima, Wash.	KNDO
Youngstown, Ohio	WKBN



improve its signal to West Africa. Mr. Allen said the USIA's programs prepared on video tape now can be seen on about four-fifths of the free world's tv sets, with tapes suitable for broadcast on all stations regardless of local tv transmission standards.

Despite resumption of Soviet jamming of VOA broadcasts after the collapse of the summit meeting in Paris, the Voice and other USIA services continued to give "straightforward accounts of the Summit conference and the U-2 incident" and President Eisenhower's trip to the Far East and Latin America, Mr. Allen said. Soviet jamming—which had been discontinued at the time of Russian Premier Nikita Khrushchev's tour of the U.S. in September 1959—is aimed chiefly at VOA broadcasts to Moscow and other heavily populated areas. The Voice's English-language broadcasts have never been jammed, Mr. Allen said.

Government briefs

Channel changes ■ By proposed rulemaking, the FCC has asked for comments on conflicting switches in the tv table of assignments affecting several California cities. The proposals: by KIEM-TV Eureka, Calif., substitute ch. 13 for ch. 9 in Alturas and add ch. 9 to Redding in addition to present ch. 7; by KSUE (TV) Susanville, Calif., and KVIP-TV Redding, Calif., substitute ch. 13 for ch. 9 in Alturas and move ch. 9 to Susanville.

Comments sought ■ The FCC has asked for comments on proposed rulemaking which would revise some of its fm and tv standards. These involve (1) specifications for frequency response in the vicinity of the color pass band, (2) direct measurements of operating power of aural transmitters; (3) relaxation of reporting requirements on operation with reduced power if for no longer then 10 days; (4) abolish reference to "standard black tv picture" in Sec. 3.689 (a) (1) which specifies transmitter modulation to be employed in determining visual operating power and substituting language which specifies the form and amplitude of the modulating signal.

In the red ■ Bankruptcy proceedings have been filed by KBLR-AM-TV Goodland, Kan. The courts have appointed Max Jones as trustee. KBLR-TV operates on ch. 10 while the am facility is a 1 kw daytimer on 730 kc. The stations are owned by a group headed by Leslie E. Whittemore, president. They were purchased in June 1959 from James F. Blair for $145,000.

None left ■ Two applications for am facilities on 730 kc in Central Michigan have been dismissed by the FCC. The application of Capitol Broadcasting Co. for an am outlet in East Lansing was denied and a similar application by W.A. Pomeroy for a station in Tawas City-East Tawas was dismissed for failure to prosecute. An initial decision in May, 1959 called for this action. These were the only applications for 730 kc in that locality.

Clarification ■ A bill affirming the FCC's regulatory jurisdiction over the use by common carriers of wireless communications (such as microwave relays) was signed into law last week by the President. The bill (S-1740, now Public Law 86-751) actually clarified the FCC's jurisdiction in this area, since this has never been disputed by common carriers.

Two consent ■ Two record companies, both of the same Baltimore address, have signed a Federal Trade Commission consent order prohibiting them from engaging in payola practices. The FTC, in affirming an initial decision accepting the agreement, said Mangold Distributing Co. and Marshall Enterprises Inc. were charged last May 13 with making payments to tv and radio disc jockeys for exposure of the firms' records.

Deceiving the public? ■ Three manufacturers of tv picture tubes last week were charged by the Federal Trade Commission with failing to reveal that tubes they make are reactivated, reconditioned or rebuilt with used parts. Ultravision Manufacturing Corp., Hawthorne, N.J., and American Standard Tv Tube Corp., Jamaica, N.Y., do not make disclosure in any way, while the third firm, Wells Electronics Co., Cedarhurst, Long Island, N.Y., makes inadequate disclsoure on cartons and none on the tubes themselves, the FCC said. The agency said this gives dealers the means to deceive the public.

Tax deduction

A bill to allow a manufacturer to deduct local (co-op) advertising costs from the price of his product in computing manufacturers excise taxes was signed into law last week by the President. Up to 5% of the manufacturer's price may be deducted for local advertising on tv and radio and in newspapers under the provisions of the bill (HR 12536), which provides for reimbursement through retailers for local advertising. The advertising must give the name of the article and the retail location where it may be purchased.

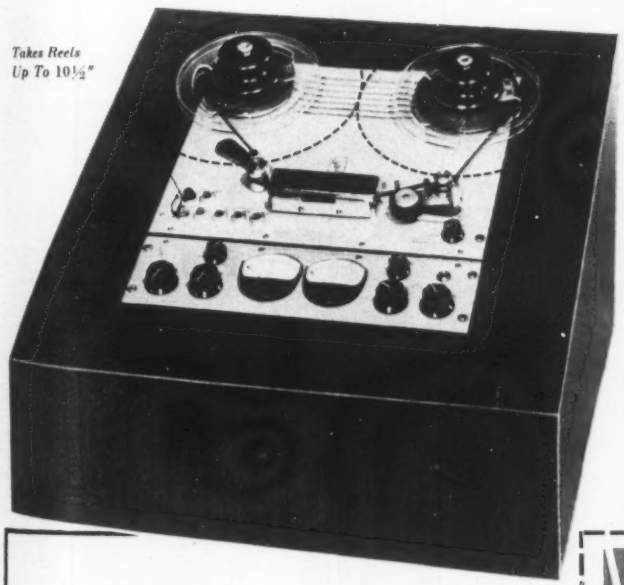
announces the appointment of

VISUAL ELECTRONICS CORP.

to handle all National Sales for the

Century 21

PROFESSIONAL TAPE RECORDER



Takes Reels Up To 10½"

Here truly is an instrument so trouble-free — so carefully engineered for minimum maintenance — so meticulously built and assembled that we dare make the unconditional guarantee which appears below. For the Century '21 meets or exceeds all professional specifications — eliminates the nine major causes of recorder failure — and is so designed that it almost guarantees against obsolescence. For positive proof, mail the coupon below.

INTRODUCTORY OFFER:
TWO REPRODUCERS IN ONE — at far less than the price of a comparable machine.

MONO $1,250 — STEREO $1,590

AVAILABLE IN ONE PIECE CONSOLE, TWO PIECE CONSOLE, PORTABLE CASE, OR RACK MOUNTED

So good it is unconditionally

GUARANTEED FOR ONE YEAR

The Century '21 is unconditionally guaranteed to perform perfectly for one year with normal maintenance or regardless of cause of failure (except misuse or abuse) it will be repaired or replaced without cost.

VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

Of Course we'd like to check out the Century '21 Professional Tape Recorder without obligation.

☐ Please phone us to arrange for Demonstration.

Company: .....

Address: ..... City: ..... State: .....

Attention: .....

FAA CONTROL OF STATION TOWERS?

Air agency moves to action, issues proposed rulemaking

The Federal Aviation Agency on Friday threw down to the FCC the gauntlet of control over radio and tv towers.

The FAA issued proposed rules which would require radio and tv broadcasters to submit proposals for antenna heights and locations to the aviation agency for "determination" as to whether they constitute an air hazard or not.

The notice asks for comments by Oct. 31.

A spokesman for the FAA said last week that the agency feels its legislative statute gives it the authority to determine hazards to air commerce.

By the same token, he said, the Communications Act gives to the FCC the power to issue broadcast licenses in the "public convenience and necessity."

He expressed the hope that both agencies will accommodate their actions to each other in the best interest of both aviation and broadcasting.

An FAA official said that the criteria to be used in determining whether an antenna tower is an air navigation hazard or not is, in some instances, less stringent than the criteria used by the Airspace Panel of the Air Coordinating Committee.

ACC Folds Oct. 10. ■ The ACC goes out of existence Oct. 10, following a presidential executive order last month (BROADCASTING, Aug. 15). For the last decade, the Airspace Panel and its regional offices have made aeronautical studies of all broadcast towers over 500 ft. above ground. The results of these deliberations were forwarded to the FCC as recommendations.

The FCC was not bound to follow the recommendations, but in many instances found them so serious that it designated applications involving tall towers for hearings. Aviation interests, including the military services, could then become parties to the hearing and argue their objections before the FCC.

It is this procedure which, in principle, is being challenged by the FAA in its proposed regulations regarding tall structures. The proposals envisage, in the eyes of some broadcast attorneys, a separate and distinct proceeding before the FAA on the separate and distinct question of antenna heights and sites.

The FAA claimed that Secs. 1101, 313 (a) and 307 (a) of the Federal Aviation Act gives it the power to require notice and formulate policy on structures which might constitute hazards to air commerce.

The FAA proposal (Airspace Docket No. 60-WA-159) would establish a Part 626 of the agency's regulations governing criteria and procedure for determining an air hazard.

To Establish "Farms." ■ It would also establish, in the rules, antenna farms for the entire United States. The specific locations of these farms, the FAA notice said, would come later.

"With the expansion of the aviation industry the problems presented by the construction or alteration of structures affecting safety in air commerce have become pressing and can no longer be satisfactorily resolved by presently established criteria and procedures," the notice stated. "This is particularly true in view of the fact that the present procedures for the evaluation of proposed construction with regard to possible hazards to air commerce utilize various criteria developed at different times and for different purposes, some of which are regulatory in nature and others are of a policy nature . . ."

In referring to the demise of the ACC, the FAA order stated:

"It is to be noted at this point that no other forum exists for the consideration of the effect of other tall structures upon safety in air commerce; and further that the Federal Communication Commission's consideration of antenna structures is in connection with the issuance of a construction permit or broadcast permit for broadcast purposes."

The agency said that consideration will be given to "possible" adjustments of aviation requirements to accommodate tall structures, like raising minimum flight levels and realigning routes, airways and flight patterns. Then it added: "The studies would also provide for the consideration of possible adjustments to the location and height of proposed structures to eliminate or minimize nonconformance with the criteria."

In establishing "specific recognition" to the requirements of the broadcast industry, the FAA stated, antenna proposals that meet established dimensions in antenna farm areas would be automatically excluded from the category of aviation hazards.

In the interim between the cessation of the ACC and the adoption of the new regulations, the FAA announcement said, the FAA administrator (General E.R. Quesada) would make judgments on all pending matters.

The proposed rules are divided into five subparts. Each of these relate to a

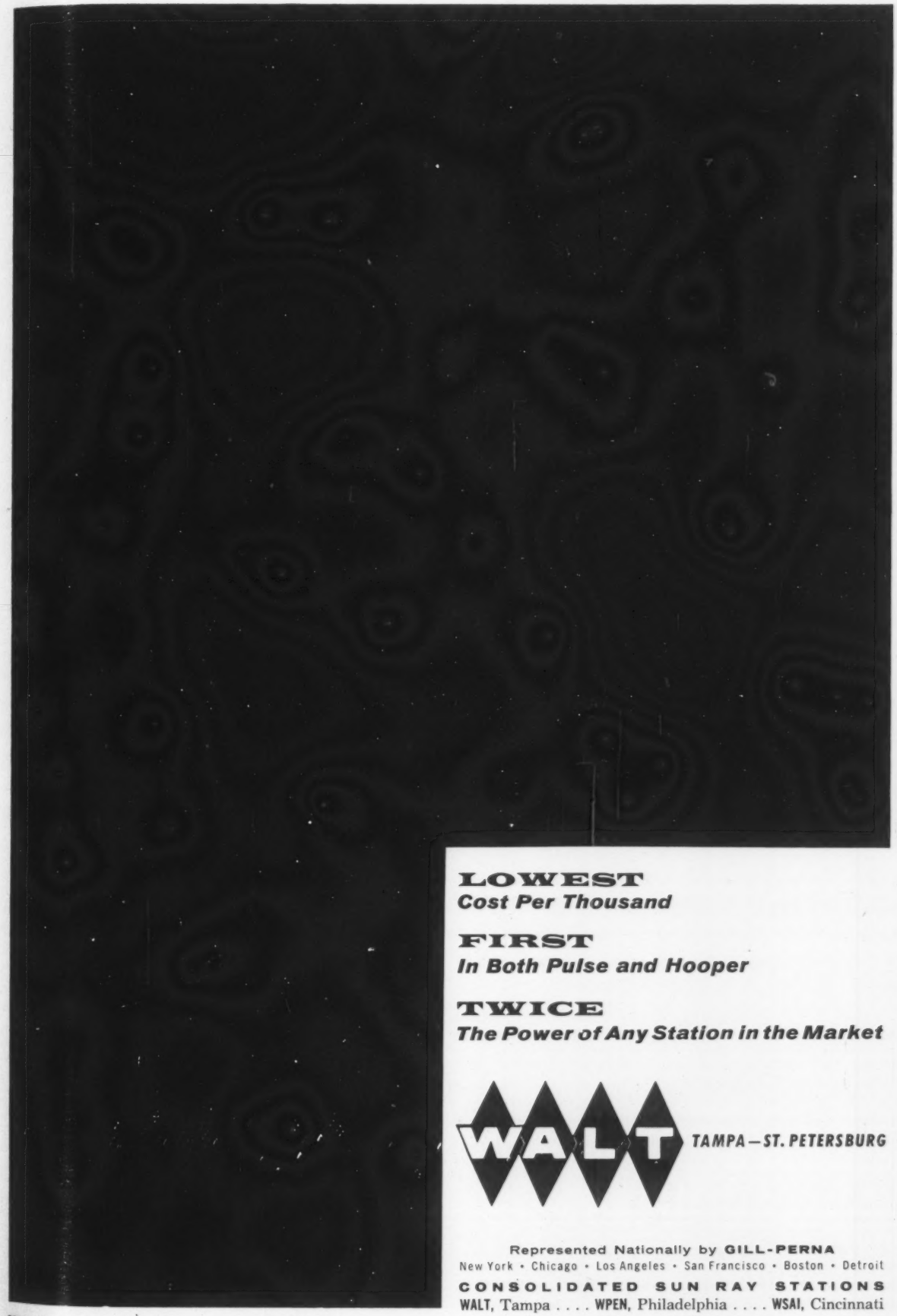
Broadcasters favor FCC authority

Two strong spokesmen for the broadcasting industry last week asserted complete and final FCC authority over the grant of broadcast permits—including the heights and locations of antenna towers.

NAB said the jurisdiction claimed by the Federal Aviation Agency and aviation interests over towers was based on an erroneous interpretation of the FAA Act. It cited an FAA publication which reserved to the FCC the right to make a final decision on broadcast matters, even though the FAA may have an interest. It quoted FAA comments supporting an amendment to the Communications Act to give the FCC power over abandoned broadcast towers as indicating that the aviation agency acknowledged FCC jurisdiction over towers. Even Sec. 1101 of the Aviation Act is clear in this respect, NAB said; it gives to the FAA power only to require notice of construction.

The Assn. of Maximum Service Telecasters maintained also that the FCC retains the power of deciding the location and heights of broadcast towers. This not only has been performed properly over the past years, it stated, but aviation interests have acknowledged this primacy by participating in FCC hearings on this issue. FAA itself has conceded this position, it said, in publications, in its rules and in testimony before the Senate Aviation Subcommittee. AMST emphasized that had Congress intended the FAA to be given the jurisdiction it would have spelled it out in the 1958 act establishing the aeronautical authority.

Both comments were in the nature of replies in the FCC's rulemaking proposals issued last February which were intended to amend Part 17 of the FCC rules to refer to the FAA rather than the Air Coordinating Committee. Comments filed on June 7 from the FAA and aviation quarters challenged the FCC's jurisdiction (BROADCASTING, June 13). Deadline for replies is today (Sept. 19).


LOWEST
Cost Per Thousand
FIRST
In Both Pulse and Hooper
TWICE
The Power of Any Station in the Market
WALT
TAMPA—ST. PETERSBURG
Represented Nationally by GILL-PERNA
New York • Chicago • Los Angeles • San Francisco • Boston • Detroit
CONSOLIDATED SUN RAY STATIONS
WALT, Tampa .... WPEN, Philadelphia .... WSAI, Cincinnati

specific function—(a) introduction, (b) requirements for notice of construction or alteration, (c) procedures for aeronautical study, (d) rules of practice for hearings, (e) establishment of antenna farms.

Any person constructing or altering an existing structure which is 150 ft. above ground must notify the FAA.

If a structure is within 15,000 ft, of any airport and is one foot or more above ground for each 100 ft. it is distant from the airport boundary, notice must be filed.

Notice must also be filed for any structure that is within 5,000 ft. of any heliport three feet above ground for each 100 ft. distance from the heliport boundary.

In its criteria to determine an aeronautical hazard, the FAA proposed rules start with any structure which is 500 ft. above ground, or 170 ft. above ground within the geographical limits of any control zone or control area or within 5 miles either side of a visual flight flyway. Also considered a hazard is any structure which is 1,000 ft. below the established median enroute altitude of an off airway route.

Other highlights of the proposed regulations include:

- Definitions of airport approach obstruction planes.
- Notice is not required where a structure is screened by already existing tall structures or terrain.
- Notice must be filed not less than 30 days prior to the beginning of construction or alteration.
- The procedure to be followed after notice is that of (1) an informal conference, (2) a fact-finding by a regional FAA office, (3) a "determination" by the FAA. The rules also provide for a full hearing before an FAA presiding officer if a petition for such a move is allowed by the FAA administrator.

Fort Smith ch. 22

Fort Smith Telecasters Inc. was granted ch. 22 at Fort Smith, Ark., last week by the FCC. The firm, owned one-third each by James Roy Jordon (tire and auto supply store), Lloyd G. Hobbs (finance company and motel) and C.E. Laws (real estate) plans 8.51 kw power visual and 4.79 kw aural, with antenna 240 feet above ground. Presently operating at Fort Smith is ch. 5 KFSA-TV.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: El Dorado Chemical Plant, Inorganic Chemicals Division, Monsanto Chemical Company, producing fertilizer products for agriculture, El Dorado, Arkansas.

FTC to take road with ad groundrules

The Federal Trade Commission has invited 2,000 business concerns in the Cincinnati area to attend a special "pilot" conference in that city Sept. 28 to promote truthful and non-deceptive advertising on a community-wide basis.

If the conference is successful, similar ones may be held in other metropolitan areas, according to FTC Chairman Earl W. Kintner. It begins at 10 a.m. in the Hotel Sheraton-Gibson.

The purpose of the conference, Mr. Kintner said, is to familiarize businessmen with their legal responsibility to advertise honestly and thus reduce the volume of false and misleading advertising.

The three-man FTC delegation will be headed by John R. Heim, director of the FTC's bureau of consultation, which is conducting the session. The morning session will see discussion of the FTC's guides against deceptive pricing and bait advertising and in the afternoon on its guides on deceptive advertising of guarantees and tire advertising. Mr. Heim and Victor H. Nyborg, president of Assn. of Better Business Bureaus, will speak at lunch.

The FTC last December held a two-day conference in Washington on public deception, with representatives of consumer and media groups and others (BROADCASTING, Dec. 28, 1959).

Kintner: report dishonest competitor

Advertising people were invited last week by Federal Trade Commission Chairman Earl W. Kintner to report to that agency "by mail or telephone" any dishonest advertising by their competitors.

Addressing the Advertising Men's Post No. 209 of the American Legion in New York last Monday, Mr. Kintner said the thought of being a "squealer" may be distasteful, but "it is your public duty" to call deceptive advertising to the FTC's attention, a course, he said, which is far more intelligent than acquiescing in "such activity which waste advertising dollars and discredit the entire industry."

He also urged advertising people to use ingenuity and inventiveness to "come up with bona fide advertisements which will outdraw the shady ones."

To discharge responsibilities to the public and avoid embarrassment and the FTC's restraints, advertisers, agencies and media representatives would "do well to screen draft ad copy in the light of the published decisions of the FTC," he said.

"JUSTICE SHINES

BY HER OWN LIGHT"—Cicero. But amplification of her aims helps, too. That's why Philadelphia's WRCV presented the series, "Law in Action." "For contributing to the public understanding of justice..." WRCV received the American Bar Association's 1960 Gavel Award, thus becoming one of two radio stations in the United States ever to have been so honored. "Law in Action" is only one of WRCV's distinguished community affairs programs. It is representative of the quality programming for adult audiences which continues to be the prime objective of this station.

WRCV

NBC Owned • 1060 in Philadelphia

ON OCT. 1 Nigerian radio-tv goes semi-commercial

Semi-commercial television and radio will come to the Federation of Nigeria Oct. 1, the day Africa's most populous (40 million) country gains its independence from the British Commonwealth.

Eastern Nigerian Broadcasting Co., the new firm, in the Eastern of Nigeria's three federated regions, is equally owned by the government and a group of London financiers. It will take its place alongside the established federal-regional service of the Nigerian Broadcasting Co., which offers only non-commercial radio. Ten kw transmitters will broadcast from the regional capital, Enugu, on 48.25 mc visual-53.75 mc aural for television, with radio on 3.96 mc and 953 kc.

Advertising will be along lines of British independent tv. Television, all locally originated, will be on the air 7-10 p.m. daily from Enugu with expansion planned later to cover a heavily populated area around Aba, some 55 miles nearer the coast. Schedule emphasis will be on news information and service, with radio programmed independently on a longer broadcast day. Early remote assignments will be the tour of Princess Alexandra, Queen Elizabeth's representative for the independence ceremonies, and an appearance later in the month by Louis Armstrong under auspices of Pepsi-Cola Co., which has a plant in the Eastern Region. This region has launched an aggressive development program, exploiting natural resources and expanding its harbor, Port Harcourt, now served by direct shipping service from New York.

The eastern market is emerging to compete for an economic place beside the federal seat of Lagos on the coast, located in the Western Region, and the Western regional capital of Ibadan, where investors traditionally have settled first.

Ontario monitoring beer ads at border

Beer advertising by Canadian companies on U.S. tv stations close to the international border is being monitored by the Liquor Control Board of Ontario, to find out if Canadian breweries are violating the spirit of Ontario's new alcoholic beverage advertising code, which came into effect on Aug. 1. Ontario's Premier Leslie Frost announced the monitoring was taking place and stated that the province is looking for co-operation from Canadian brewers.

He said that the breweries had given the Ontario government assurances of improvement of their advertising "and we expect them to play ball with us. Already there are indications of betterment. We are satisfied that by the end of the year there will be a marked improvement all around."

Under the new Ontario advertising code for alcoholic beverages these can now be advertised for the first time in Ontario. But the arrangement provides that Canadian firms must abide by the spirit of the code even in advertising entering Ontario from outside the province such as from border radio and television stations. The Ontario Liquor Control Board has intimated it can take action against offending companies by cutting down or by stopping the buying of their products, which can only be sold through commission outlets.

Drinking scenes, bottles and glasses of beer or other alcoholic beverages may not be displayed in advertising under the new code, but bottle labels may be shown.

Per schedule

Fidel Castro's Cuban government took over operation of CMQ Circuito, the country's largest and last independently-owned radio and tv group. It was formerly owned by Goar Mestre, who has fled to the United States for asylum. The government also issued an intervention order against the network charging the owners with abandoning the plant and failing to keep it in proper working order. CMQ was valued at approximately $12 million.

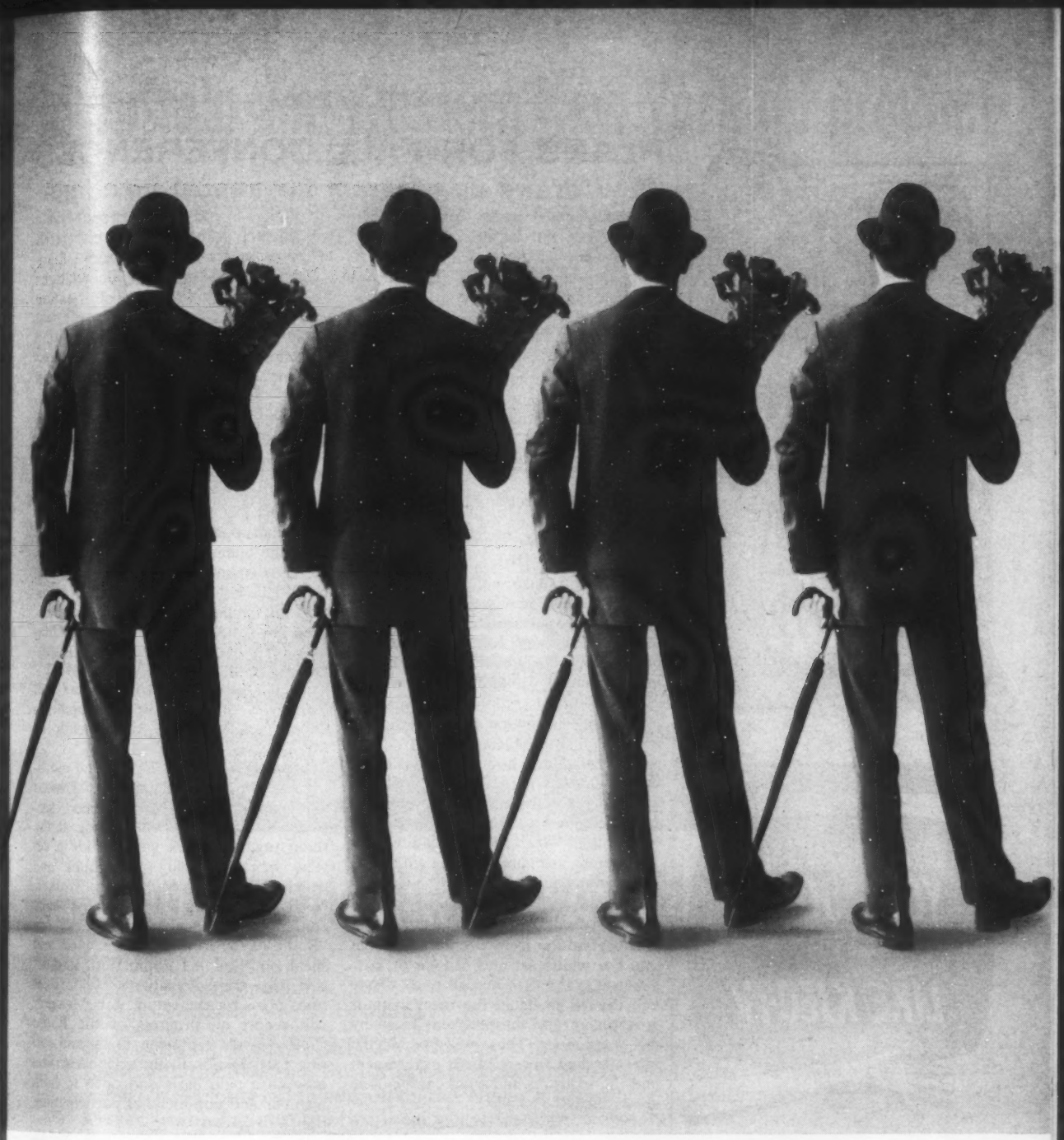
CBC in far north

The Canadian Broadcasting Corp. has commenced operation of CHAK Inuvik, Northwest Territories, as the furthest north broadcasting station in Canada. Inuvik is located 200 miles north of the Arctic Circle at the mouth of the Mackenzie River, near the Alaska border. Predecessor station was operated parttime by the Canadian Army and Royal Canadian Navy for personnel stationed in the region. CHAK is the 10th CBC station to go into operation in Canada's far northland to provide broadcast service for the growing population which has only been able to receive Radio Moscow on a regular basis.

New tv film firm

All-Canada Radio & Television Ltd., Toronto, Ont., and Robert Lawrence Productions (Canada) Ltd., Toronto, have formed a financial association to produce and market Canadian television programs and commercials. The new association was necessitated by the increasing complexity of Canadian television programming, requiring a high percentage of Canadian content. All-Canada Radio & Television, which represents a large number of Canadian stations for sale of time, will also have video tape to give advertisers an audition of a station's programming.

Test programming ■ In anticipation of the debut of the new service, engineers of the Eastern Nigerian Broadcasting Co. do a soccer pickup.



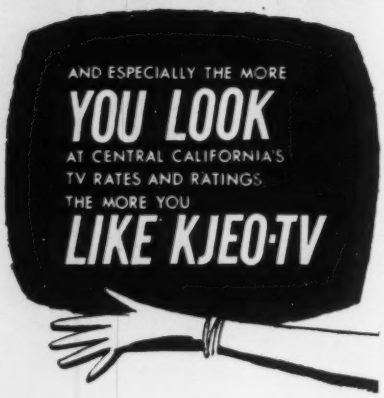
All making a big impression on the same woman

She's the suburban woman — the most influential buyer in America. And who's making a big impression on her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial knowledge and skill. Four stimulating, aware radio stations that have the power to reach the woman whose world is on power-steered wheels, whose life is in motion from supermarket, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter button for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her community in the type of entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family — and *specifically* to the woman who does 66⅔% of the buying. *It's time you made a big impression on the suburban woman!*

Herald Tribune
SUBURBAN RADIO NETWORK

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by **THE BOLLING CO.**, *247 Park Avenue, New York, N. Y.*

WFYI *Long Island* / **WVIP** *Westchester* — **WVOX** *Westchester* / **WGHQ** *Hudson Valley*



channel 47

KJEO

obc for Fresno, California

J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

PLANS FOR FALL CONFERENCES

NAB draws up program for annual meetings

NAB's annual series of eight Fall Conferences will be held in two segments—Oct. 13-28 and Nov. 14-29. Basic programming of the meetings was completed last week at the association's Washington headquarters.

Two themes have been adopted for the 1960 meetings. They are "Broadcasters and Politics" and "People and Profits." The themes reflect the growing importance of broadcasting in government and politics as well as the close attention given station personnel relations.

The first conference will be held Oct. 13-14 at the Biltmore Hotel, Atlanta (see complete conference schedule in DATEBOOK, page 16).

Each conference will feature an afternoon discussion based on the role played by broadcasting in national affairs. A long-range political science approach will be augmented by discussion of Presidential campaign problems.

"The political session will be a study in depth of the many facets of one of the toughest problems stations have ever faced—why, how and how deeply should stations participate in politics," according to Everett E. Revercomb, NAB secretary-treasurer and acting administrator. The four association vice presidents are preparing conference programming.

The Government Outlook ■ The vice presidents will go into subjects ranging "far beyond the 1960 election campaign into the whole art and science of government," Mr. Revercomb said. "They will discuss in detail the mechanics of government and the problems faced by the broadcaster. These will include the intermingling roles of both government and the industry, and what can be done about them."

Taking part in the political discussion will be Vincent T. Wasilewski, vice president for government affairs; Howard H. Bell, vice president for industry affairs; Charles H. Tower, tv vice president, and John F. Meagher, radio vice president. Mr. Wasilewski will preside.

Mr. Bell will preside at the opening morning session at each conference. This will deal with radio and tv management problems and the importance of the human factor in station operation. NAB staff executives will discuss ways of finding capable personnel as well as training. Case histories will be cited to show how personnel errors show up in red ink on financial statements.

Speakers at the personnel roundtable will include James H. Hulbert, NAB broadcast personnel-economics manager; John M. Couric, public relations manager and William Carlisle, station relations manager. Mr. Couric will deal with the role employes take in creating a station image, including participation in civic affairs. Mr. Hulbert will discuss money and manpower. Mr. Carlisle will speak on the techniques of reaching station decisions, saving both time and money. Mr. Hulbert will conduct a sales management panel.

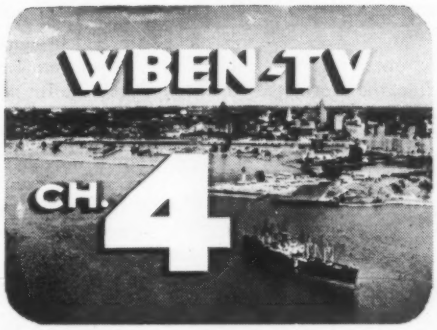
G. Richard Shafto, WIS-AM-TV Columbia, S.C., member of the NAB three-man policy committee, will address the opening luncheon in the spot normally taken by the late President Harold E. Fellows. A committee member will appear at each conference. Clair R. McCollough, Steinman Stations, is policy chairman. Third member is Merrill Lindsay, WSOY-AM-TV Decatur, Ill. Committee members will review NAB internal developments under their guidance since death of Mr. Fellows.

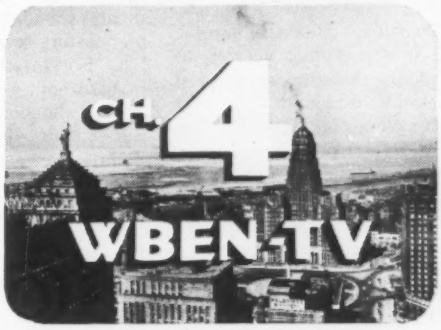
Separate Sessions ■ The second morning at each conference will be devoted to separate radio and television sessions. Mr. Meagher will preside at the radio segment. This will include a review of engineering techniques and progress in stereo by A. Prose Walker, NAB engineering manager. At each conference a speaker will speak on "Radio of the Future." Mr. Couric will speak on "Building Radio With Radio," reviewing the association's public relations plans for the future. Mr. Meagher will report on progress of the Radio Code Board's campaign to expand station participation in the code structure, now on a paid basis and open to both member and non-member participation.

At the tv session with Mr. Tower presiding, Television Bureau of Advertising will review dollar growth of the television industry. This will include latest information on the Fort Wayne department store study. Television Code Review Board will report on progress of this industry ethical structure, including board actions and work of the new tv code office in New York. Television Information Office, headed by Louis Hausman, will report on local and public service programming.

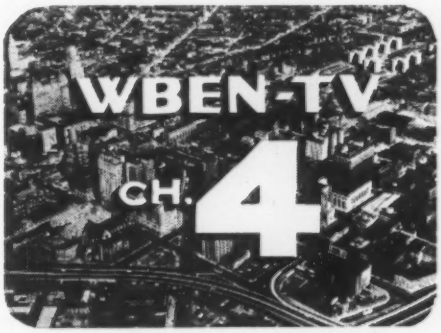
Mr. Tower will review developments in pay tv (see pay tv roundup page 58) and go into television management problems.

In Buffalo and Western New York for product





identification use the station most



closely identified with the market

A minor point, perhaps, but even WBEN-TV station ID's picture the Buffalo-Western New York market.

Never-ending is the WBEN-TV effort to be the station most closely identified with the likes and the loyalties of this important area. Since 1948, when Ch. 4 pioneered television on the Niagara Frontier, good public service programming and quality local programming were the standards set and followed to build loyal audiences.

Today, to best identify your product with the shopping habits of the more than 2,000,000 people in this metropolitan market, *use the station they watch most often.* Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo
Affiliated with WBEN Radio

SERVICE AS USUAL

Radio, tv help save lives in hurricane

For broadcasting stations along the East Coast, it was public service as usual during Donna's turbulent visit last week. The all-out broadcast effort was credited with saving countless lives and avoiding even greater property damage.

In the course of covering the big story, stations suffered their share of the bruises, too. Two damage reports to BROADCASTING last week:

■ Around-the-clock coverage by WTVT (TV) Tampa-St. Petersburg, Fla., was interrupted for 12 hours when Donna ripped off the roof of the station's transmitter house, smashing transformers and flooding equipment. Amount of damage was not immediately ascertained.

■ A $15,000 loss was sustained by the new 50-kw WINQ Tampa, Fla., when the hurricane toppled all three towers of the station's three-element directional array for daytime operation on 1010 kc. The towers were blown down Sept. 11 as the eye of Donna passed within five miles of the Plant City site. The station had just completed equipment tests and had filed a request for program authority when the storm hit. The 265-ft.-high towers were sheared off at the concrete footings. Station management hopes to have new towers up in four to six weeks.

A success in the midst of disaster

The first radio defense network received its baptism of fire last week and came out of Hurricane Donna boasting success.

For three full days, operating on a 24-hour-a-day schedule, the Florida fm defense network fed hourly Weather Bureau advisories to all broadcast stations in the state of Florida.

The fm network, established in July of 1958, comprises eight key stations whose broadcasts are monitored by all radio stations in Florida except those in the Panhandle section in the northwest section of the state.

Weather Bureau advisories were fed by the Miami headquarters to WVCG-FM Coral Gables. These were broadcast immediately and were picked up off-the-air by other stations in the chain—WCKR-FM Miami, WFLA-FM Tampa, WQXT-FM Palm Beach, WHOO-FM Orlando, WNDB-FM Daytona Beach, WRUF-FM Gainesville and WJAX-FM Jacksonville. All immediately broadcast the information which was heard not only by their own listeners, but was picked up and broadcast by the more than two-dozen am stations which monitored the fm network.

In addition 150 other bulletins were broadcast throughout each day in three different languages. The fm disaster network operated at top capacity until 6 a.m. Sunday when Donna left Florida on its way north. It is estimated that more than 25 men manned the network for the life-saving three days.

Power failures at some cities caused stations to throw in their standby generators. One of these occurred in Coral Gables, the site of the key station in the network.

John T. Rutledge, WVCG-FM Coral Gables, chairman of the defense network, said Thursday that a meeting to evaluate the network's operations was scheduled to take place Friday in Orlando.

Along and adjacent to hurricane alley, stations started their storm coverage more than 10 days ago. Two Florida tv outlets, WLOF-TV Orlando and WFGA-TV Jacksonville, had news personnel aboard the Navy hurricane hunters that flew into the eye of Donna off the coast of Puerto Rico.

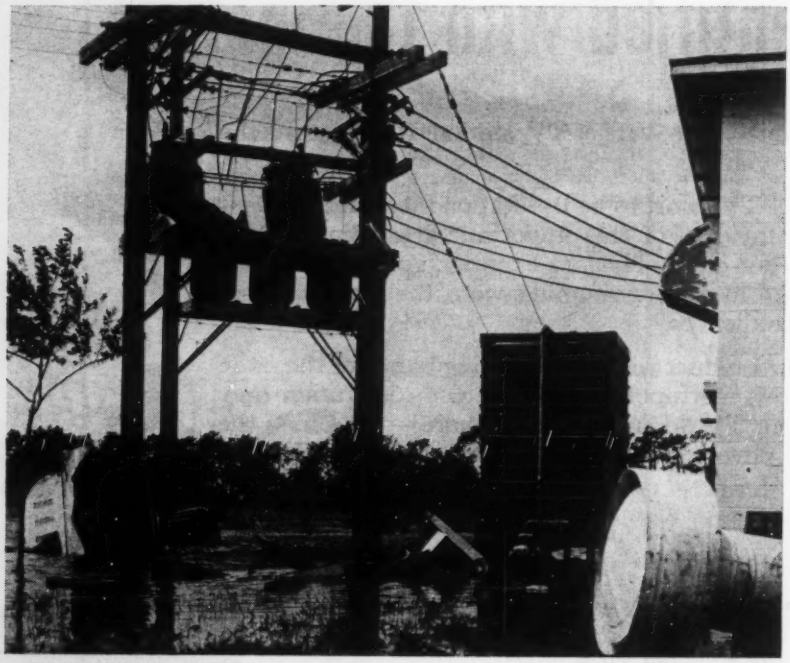
As the hurricane inched northward, local stations fed on-the-spot reports to other radio and tv outlets throughout the country while maintaining around-the-clock news and service to their respective communities. Many established "Hurricane Centers" to relay instructions from city and state authorities, to carry latest weather bulletins and to serve as clearing houses for whatever needs were required locally.

WFLA-AM-TV Tampa-St. Petersburg augmented its service with Spanish translations of its newscasts and, on some of its telecasts, utilized an expert in the sign language to simultaneously convey reports to the 1,000 deaf persons in the area.

Donna also permitted three Jefferson Standard Broadcasting Co. stations (WBTW [TV] Florence, S.C., and WBT-WBTV [TV] Charlotte, N.C.) to put their new hurricane watch into operation. Plan, devised just the week before, called for 15 of the stations' personnel to be on the alert to go to pre-designated points in the Carolinas for spot reporting.

In addition to the major radio and television networks, the following also reported their hurricane service to BROADCASTING:

WKWF Key West, Fla.; WTVJ (TV) and WCKT (TV), both Miami; WPOM Pompano Beach, Fla.; WFMY-TV Greensboro, N.C.; WTAR-AM-TV Norfolk, Va.; WDMV Pocomoke City, Md.; WPEN and WFIL Philadelphia; WERE Cleveland; WDRC Hartford, Conn.; WKNB West Hartford; WBZ-WBZA Boston-Springfield and WBZ-TV Boston.



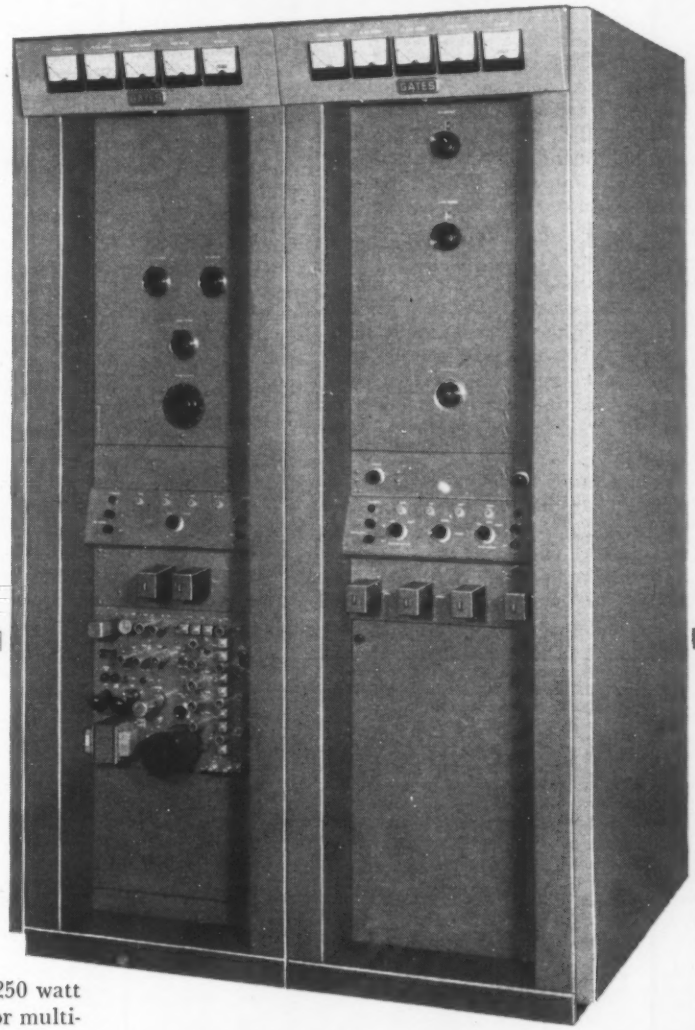
After Donna ■ Portions of the roof on the transmitter house of WTVT (TV) Tampa-St. Petersburg lay in the flooded field below the smashed transformers. Station returned to the air with reduced power in just 12 hours.

STABILITY

is why!

GATES FM-5B

largest selling 5KW FM Transmitter manufactured today!



Stability is what station engineers look for in FM transmitters, and stability was the engineering objective during research and design of the Gates FM-5B 5000 watt FM broadcast transmitter.

The left cabinet of the FM-5B is a complete 250 watt FM transmitter, including exciter, provision for multiplex, 250 watt amplifier, control circuits and power supplies. The 5000 watt power amplifier is totally isolated in the right cabinet, with separate power supplies, relay equipment and metering. From exciter output at 10 watts through 5000 watts, there are only 2 radio frequency stages. This is *stability* for ease in tune-up and then staying that way.

Provision for single or dual channel multiplex eliminates adaptor arrangements when multiplex is added. The new Gates multiplex system is widely acclaimed for its new approach in simplicity and effective operation.

RF harmonics are handled from within, and an external coaxial style notch filter is standard equipment to protect the TV band. And, the twin 6076 tubes in the 5 kilowatt PA have a big conservative factor, very important in operating cost consideration through long tube life.

Stability spells *reliability* . . . that's one reason why the Gates FM-5B is the largest selling 5000 watt FM transmitter manufactured today. *Stability* is what engineers demand *and get* when they specify the Gates FM-5B for 5000 watts.

For additional technical information, write for the Gates FM Fact File, which includes price lists and engineering bulletins on all Gates FM transmitters, from 10 watts to 10,000 watts. Yours for the asking.

GATES

GATES RADIO COMPANY

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QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

Crosby has last word in feud with NBC

Columnist John Crosby tossed another spear last week in his joust with NBC.

"I said it and I'm glad," he wrote in his syndicated column Monday morning, answering NBC's answer to his charge that the network's profits and prestige had sunk since "visionary" President Sylvester L. (Pat) Weaver Jr. was replaced by "hard-headed practical men" like Board Chairman Robert Sarnoff and President Robert Kintner (BROADCASTING, Sept. 12).

His charge that NBC's profits had shrunk from $18 million under Mr. Weaver to not more than $5 million under Messrs. Sarnoff and Kintner had brought from the Sarnoff-Kintner management a reply that NBC's profits were in fact at a near-record level in 1959, were at a record high the first half of this year and promised to set an all-time record for the full year 1960.

In last Monday's column Mr. Crosby retorted that NBC had neglected to add that "very little of this prosperity came from network television, which happens to be the only thing I was talking about." He was not writing about owned-and-operated stations, for example, he said, adding: "Owning a tv network affiliate in one of these cities [where NBC has o&o's] is like owning an oil well—and it takes about as much brains to run one. Push a button and the money rolls in.

"Nobody—not even Sarnoff and Kintner—can lose money running a network affiliate station. (Just to give you some idea, WCBS-TV in New York will gross roughly $15 million this year with a net profit of roughly $7 million.) However, in all the things that require judgment—like the buying of network programs instead of the pushing of buttons—the Sarnoff-Kintner regime has been to the viewer almost a total disaster."

To the assertion by Messrs. Sarnoff and Kintner that he was "not competent" to deal with matters of operation and management Mr. Crosby replied that "they are hardly the ones to be bandying that word 'competent' around."

He denied he was "anti-NBC" any more than he had been "anti-CBS" when he accused CBS of being "the hallmark of mediocrity" some years ago. In fact, he said, "NBC has given me many wonderful moments. I love its news. I love Huntley-Brinkley. I love color television. I'm sure it will give me many wonderful moments again when this lunacy blows over."

NBC authorities indicated they probably would let his latest attack blow over, without further reply.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week subject to FCC approval:*

■ WKST-AM-TV Youngstown, Ohio: 80% interest sold by Samuel Townsend to Ted Estabrook and John T. Valdes, co-owners of WCUE Akron, Ohio, for about $1 million. WKST-AM-TV operations will be integrated with those of WCUE in new company, Communications Industries Inc. Mr. Townsend will continue with stations under consultancy arrangement as well as retaining 20% interest in joint venture. WKST is 1 kw on 1280 kc and is assigned to New Castle, Pa. WKST-TV in on ch. 33 and began operating in 1953. Both stations are affiliated with ABC. Broker was Blackburn & Co.

■ KFOX-AM-FM Long Beach, Calif.: Sold by Kenyon Brown, Bing Crosby and Kevin Sweeney to Washington Homes of Washington, D.C. for $850,000. Washington Homes is headed by Robert Symonds as president and Max Reznick as vice president. KFOX operates on 1280 kc with 1 kw. KFOX-FM is on 102.3 mc with 1 kw. Broker was Blackburn & Co.

■ KIVA (TV) Yuma, Ariz.: Sold by Harry C. Butcher and associates to Bruce Merrill, principal owner of Antennavision Inc., a group of community antenna systems in Arizona, for $550,000. Agreement provides that KIVA will withdraw its protest against use of microwave channels to bring Phoenix tv signals to cable company in Yuma. Ch. 11 KIVA is an NBC primary affiliate.

APPROVED ■ *The followng transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 104).*

■ WQXI Atlanta, Ga.: Sold by Robert W. Rounsaville to Esquire Broadcasting

We stake our reputation on every sale. It is worth more than any single commission!

Buying or selling, one of your greatest protections is Blackburn's *demonstrated* willingness to lose a sale rather than a future client. Perhaps that is why so many people come back to us again and again.

BLACKBURN *& Company, Inc.*

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WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Co. of Atlanta Inc. for $1.6 million. Esquire Broadcasting is subsidiary of *Esquire Magazine*.

■ WAKE Atlanta, Ga., and WYDE Birmingham, Ala., sold by Bartell Broadcasters to former New York broadcasters Ira Herbert and Bernice Judis. Sales price for WAKE was $500,000; for WYDE, $525,000. Both included $80,000 for agreement not to compete for five years within 50 miles of stations. Commissioner Robert T. Bartley dissented.

■ KKSN Grand Prairie, Tex.: Sold by John L. Buchanan to Robert W. Rounsaville for $301,000 and agreement not to compete within 50 miles for five years. Mr. Rounsaville is principal of Rounsaville stations which comprise WCIN-AM-TV Cincinnati, WLOU and WTAM-TV Louisville, WATL-TV Atlanta, WTMP Tampa, WMBM South Miami, WYLD New Orleans and WVOL Berry Hill (Tenn.). Mr. Rounsaville sold WQXI Atlanta to Esquire (see above). Grant was conditioned on outcome of inquiry regarding sponsorship identification. Commissioner Robert T. Bartley dissented.

■ KBUY Amarillo, Tex.: Sold by Worley & Sanders Broadcasters to Radio KBUY Inc. for $250,025. Giles E. Miller, president of Radio KBUY Inc., has interest in KOKE Austin, Tex. Commissioners Robert T. Bartley and Robert E. Lee dissented.

■ WJRD Tuscaloosa, Ala.: Sold by Wilhelmina Q. Echols to John C. Cooper Jr., manager of WJRD, for $205,000.

New consultant firm

Formation of new radio consultancy, Maurice Jackson Organization in Columbus, Ohio, was announced last week. Mr. Jackson has been in broadcasting for past 25 years in both performing and sales capacities, most recently with WTVN (TV) Columbus and before that with number of radio and tv stations in the Midwest and South. His firm will assist stations in designing both programs schedules and sales policies, with special emphasis in the area of service programming. Headquarters are at 3073 Edgefield Road, Columbus.

EDITORIAL SURVEY
More tv outlets are speaking their minds

Nearly a third (30%) of tv stations are editorializing, according to a survey conducted by NAB's Television Information Office. Results were submitted at a Sept. 14 meeting of the NAB Editorializing Committee in Washington.

Four projects designed to develop editorializing by stations were adopted by the committee. Co-chairmen are Joseph E. Baudino, Westinghouse Broadcasting Co., and Daniel W. Kops, WAVZ New Haven, Conn.

The committee projects include:

■ Compilation of a file of case histories showing what individual stations accomplish when they editorialize.

■ Updating and revision of the NAB publication, *Editorializing on the Air*, to reflect latest developments and to show techniques.

■ Frequent mailing of editorializing aids to member stations.

■ Compilation of a list of problems faced by editorializing stations.

The NAB staff was instructed to study plans for an industry seminar on broadcast editorializing. Richard M. Allerton, NAB research manager, submitted a radio editorializing survey conducted by his department in a study of radio news. The survey will be made available in October.

The committee adopted a resolution extending sympathy to the widow of Alex Keese, WFAA-AM-TV Dallas. Mr. Keese was co-chairman of NAB's first Editorializing Committee.

Attending the committee meeting,

STATIONS FOR SALE

EASTERN

TV-VHF STATION IN SOUTH — affiliated with top network. Plant investment approximately three quarters of a million dollars. Current cash throw-off over $300,000.00 annually. National and local sales growing. Total price $2,200,000.00 with terms. On right kind of deal will entertain exchange of stock for listed stock. Hamilton-Landis & Associates, Inc. handling this property exclusively, but are limited in our negotiations to qualified buyers *only*. Sellers will arrange to meet with authorized officers of other companies interested in discussing exchange of stock transaction.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwest major market fulltimer. Top billings in market. Extensive real estate. Price slightly above annual gross at $450,000.00 all cash.

Wisconsin fulltimer will gross at least $90,000.00 1960 and show good return. It is a single station market. There is valuable real estate. Extremely good terms can be had. The price is $140,000.00 for the physical assets with 29% down payment.

Midwest fulltimer in distress. Owner forced to sell. Price and terms have become quite flexible. This is a good facility in a good market which is not over-radioed. A $35,000 to $40,000.00 down payment will likely handle this deal.

Midwest metropolitan — valuable property—long record of earnings—religonal operation — $750,000.00. $150,000.00 down and terms 7-8 years to financially qualified operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

WEST TEXAS DAYTIMER— $90,000.00, $30,000.00 down, liberal terms on balance. Single station market, billing better than $60,000.00 per year. Owner-manager can net $2,500 per month with this one.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

SOUTH

Fulltime radio station grossing in excess of $100,000.00 annually and breaking even under absentee ownership. Priced for fast sale at total of $120,000.00 with possibility of term payout.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
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Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

besides the co-chairmen, were Eugene B. Dodson, WTVT (TV) Tampa, Fla.; Simon Goldman, WJTN-AM-FM Jamestown, N.Y.; Robert T. Mason, WMRN Marion, Ohio; Lawrence H. Rogers II, Taft Broadcasting Co.; Lee Ruwitch, WTVJ (TV) Miami; Ben Strouse, WWDC Washington. John F. Dille Jr., WSJV (TV) Elkhart-South Bend, Ind., was absent.

Attending for NAB were Howard H. Bell, Vincent T. Wasilewski, John F. Meagher and Charles H. Tower, vice presidents; Everett Revercomb secretary-treasurer and acting administrator; Douglas A. Anello, chief counsel; John M. Couric, public relations manager, and Mr. Allerton.

Enjoying the change ■ Pleased about the switch in frequency from 1240 kc to 930 kc and the accompanying power increase from 250 w to 5 kw of WSOC Charlotte, N.C., are company principals. At the signing of the contracts closing the sale of the 930 dial slot are (l to r): G. Richard Shafto, executive vice president of Broadcasting Co. of the South, former owner of the 930 facility in Charlotte; J. Leonard Reinsch (seated), president of Carolina Broadcasting Co. (owner of WSOC-AM-FM-TV) and executive director of the Cox stations; Larry Walker, executive vice president of Carolina Broadcasting Co.; and Henry Sullivan, general manager of WSOC.

THAT OTHER NAB

Sponsors like board's thorough tv test

When *Astaire Time* goes on NBC-TV Sept. 28 as an hour-long special colorcast sponsored by Chrysler Corp., the audience will include a group of civic and culturally minded individuals, mostly women, mostly leaders of women's clubs, PTA groups and similar organizations.

This group will be judging as well as watching. What members will be judging are the commercials created for the program by the sponsor's agency, Leo Burnett Co. They'll judge the commercials by checking a ballot distributed by the National Audience Board, an organization dedicated to the improvement of better programs and better commercials on radio and television.

The ballots contain eight statements about the commercials: (1) the commercials are in good taste, (2) their selling message is effective and informative, (3) they are imaginative, (4) the advertising copy is accurate, (5) the commercials have entertainment value, (6) they have eye-appeal, (7) increase my interest in the product, (8) they are believable.

Viewer-judges are asked to check each statement to indicate whether they "strongly disagree," "disagree," have "no opinion," "agree" or "strongly agree" with it. The ballots also contain several lines for comments, plus space for the judge's name, address, organizational affiliation and his office in that group. Finally the judge is asked for permission to quote his comments and use his name publicly. This usually means in the National Audience Board monthly news letter, which regularly reports on results of the audience opinion surveys conducted through its auspices.

Usually Programs ■ Normally, these surveys seek to evaluate public reaction to tv programming. In no way a competitor to the professional rating firms, the National Audience Board employs a "depth opinion" device. The civic leaders participating do their previewing and reviewing under professional supervision. On the West Coast, a psychology instructor at UCLA has been counseling the organization on the preparation of technically-correct ballots. He also has analyzed the returned ballots to check the validity of the opinions registered in the home living rooms or studio projection room where the viewing was done.

The full results of the previews or reviews, together with the comments of viewers and an interpretation are included in a special report furnished the advertiser, agency or producer engaging the services of the group. All facts, good and bad, are supplied "without garnishing, selection or manipulation," a board spokesman stated. "The National Audience Board has become known for its frankness and integrity," he said. "Thus the service it renders has real value."

The board also encourages viewers to write to stations and networks, sponsors and their agencies, when they see or hear something they like, when they enjoy a program and want to have it continued on the air or when they would like to have its content repeated.

Encore ■ After a survey of the first *Evening with Fred Astaire* broadcast, J.R. Barlow, manager of product advertising for Chrysler, wrote the board thanking "civic leaders for their recent successful efforts to crystallize public opinion in regard to the first Astaire show. The wonderful comments of viewers and press have necessitated our repeating this program. You, National Audience Board, effected not only a public service in your unbiased reviewing of this program, but also a service to us, the sponsor."

Other users of the National Audience Board survey services, in addition to Chrysler and Leo Burnett, are Henry Jaffe Enterprises, Desilu Productions, Julian Lesser Productions, Herts-Lion Productions and Hudson Co.

The producers discovered the Na-

the all new—

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46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), and it is organized for speedy reference.

It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting since 1931.

* Published every September

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- TV Station Call Letters
- TV Station Directory
- Experimental TV Stations
- UHF Translator TV Stations
- TV Stations Grouped by Channels
- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
- Radio Station Directory
- U.S. Stations Beaming Overseas
- AM Stations Grouped by Frequencies
- Group Ownership of Broadcast Stations
- Newspaper Ownership of Stations
- Radio-TV Station Representatives
- TV Network Interconnection Map
- National Radio and TV Networks and Rates
- Regional Radio Networks
- Regional TV Networks
- Canadian Broadcasting Corp. Executives, Staff
- Canadian TV Call Letters
- Canadian TV Station Directory
- Canadian AM Call Letters
- Canadian Radio Station Directory
- Canadian AM Stations by Frequencies
- Mexican-Caribbean Radio Stations

Regulation, imposed and voluntary

- How to Apply for a Broadcasting Station
- TV Code of the N.A.B.
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
- F.C.C. Commissioners, Executives and Staff

Suppliers and services

- Equipment Manufacturers
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- Radio Program Services
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- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants
- Unions, Labor Groups
- Communications Carriers
- Closed Circuit TV Operators
- Subscription TV Interests
- Community Antenna Systems
- Radio-TV Schools
- Government Agencies

Trade associations, professional groups

- The National Assn. of Broadcasters
- State Associations of Broadcasters
- The Radio Advertising Bureau (RAB)
- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress
- Other Associations of Broadcasters
- Associations, Societies in Other Fields

Facts, figures, history of broadcasting

- The ABC's of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
- TV Time Sales, Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio Time Sales, Network, Spot, Local
- Radio Time Sales in Individual Markets
- The Radio and Television Payroll
- Extent of Editorializing on the Air
- Foreign Language Programming
- Negro Programming
- Stereophonic Broadcasting, Multiplexing
- Film-Line Ratio on TV
- Bibliography of Reference Books
- Selected Articles of Basic Interest

Market Facts for all U. S. Counties

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	4,100	50%	2,050	93.6%	3,800	6,281	1,918	286	4,042
BALDWIN	11,900	77	9,170	86.2	11,300	38,888	9,897	1,151	13,317
			5,000				4,000		

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city *zone* *state*

Please send to home address——

NOTE: Your subscription will be extended four issues provided payment is received with the order. Glad to pass the bookkeeping savings along to you.

ABC-TV's optimistic outlook ■ ABC-TV is continuing up its symbolic ladder with an accent on youth, affiliates and the nation's press were told in a taped closed-circuit presentation by officers and stars last week from the West Coast.

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, cited progress in program-audience competition over the past four years and pointed to ABC-TV President Oliver Treyz and Programming-Talent Vice President Thomas W. Moore who, he said, "have the talent and youth to make it go." AB-PT and its network are planning five years ahead and looking forward to a world television exchange within that period, Mr. Goldenson said. Meanwhile, in the U.S. he and his network chiefs agree that ABC-TV has overtaken its goals in programming and audience and is now entering phase three of its development blueprint, increased activity in news and public affairs, an area previewed by News Vice President John Daly.

Julius Barnathan, vice president for affiliated tv stations, appeared with General Manager Howard Maschmeier of WNHC-TV New Haven, Conn., chairman of the ABC-TV Affiliates Assn., and seven other association governors. The governors had been meeting with network chiefs in Hollywood all last week, giving enthusiastic reception to plans which, Mr. Maschmeier said, would "cement ABC-TV's No. 1 position established last season." He made special mention of public affairs entries, citing *Bell & Howell Closeup,* the Winston Churchill series and *Expedition.*

The network press preview showed clips from these and the entertainment lineup in a fast-paced musical-comedy format, introducing scenes and stars of new fall shows, with reminders of established programs, extended daytime shows, specials and new emphasis on live sports events.

Before the closed circuit cameras in Hollywood (photo above) were:

Front row (l to r)—Jack Gelder, WCHS-TV Charleston, W.Va. John Dille, WSJV (TV) Elkhart-South Bend, Ind.; Don Davis, KMBC-TV Kansas City; Joseph Bernard, KTVI (TV) St. Louis; Mr. Maschmeier; Bill Walbridge, KTRK-TV Houston; Joe Drilling, KJEO (TV) Fresno; and Joseph Hladky, KCRG-TV Cedar Rapids.

Back row—Dean Linger, advertising and promotion director, ABC; Robert Coe, director of station relations, ABC-TV; Alfred Schneider, vp in charge of business administration; Mr. Barnathan; Michael Foster, vp press information; Donald Shaw, director station clearance ABC-TV; Mr. Moore; Mr. Treyz; Mr. Goldenson, and Court McCloud, manager, ABC-TV station relations, Western Div.

tional Audience Board early in its history. Walt Disney, with a habit of being first in many things, invited its civic leader members to a special showing of *Davey Crockett* in the spring of 1955. The reviewers, led by the state television chairmen of the California Federation of Women's Clubs and the California branch of the American Assn. of University Women, rated the series "excellent for the family, historically instructive."

ABC-TV San Francisco followed suit, inviting Bay Area leaders to a similar preview. Then Screen Gems asked for a preview of *Rin Tin Tin.* Questionnaires were developed for balloting and policies set for giving results and interpretations of the surveys to the industry hosts.

Century Note ■ The cost of an Audience Board survey is $100 per showing per city. If a preview is held in New York and Los Angeles, the cost would be $200. For a minimum nation-wide survey, the cost is about $800. Regional surveys, like that made of the Hudson Co. Thanksgiving Day parade telecast in Detroit, cost proportionately less. The fees go toward paying the cost of sending out invitations to tv chairmen, printing the ballots, the professional psychological supervision, the computations, clerical, communications, transportation and other incidental expenses, not to exclude the publishing of the results, comments and interpretations. As a non-profit, public service organization, national Audience Board itself contributes some of the financing of this operation.

In addition to reporting on results to the survey, sponsors and the National Audience Board membership, the organization also keeps the broadcasting industry informed about public reaction to its offerings. Four years ago, Peter Goelet, president of the National Audience Board, wrote to the late Harold Fellows, president of the better-known NAB, the National Assn. of Broadcasters: "My general opinion is that the public is very receptive to programs containing instructive content. However, it feels that the effectiveness of commercials with respect to the primary job of moving merchandise must be equated with factors of irritation."

Rep appointments

■ KTOP Topeka, Kan.: Spot Time Sales Inc, N.Y.

■ KOBY San Francisco and KBUZ Phoenix: Peters, Griffin, Woodward, N.Y.

■ KYA San Francisco: Broadcast Time Sales.

■ WABB Mobile, Ala.: Robert E. Eastman, N.Y.

■ KPEN (FM) San Francisco: Adam Young Fm Sales.

■ WSOC Charlotte, N.C.: Peters, Griffin, Woodward, N.Y.

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!

DeLIBerate a moment on the enormous Negro community in the greater Metropolitan New York area and you'll see how much good sense it makes to re-examine your radio schedule and "LIB" IT UP.

This vital community, at latest count, encompasses over 1,494,000 people with a spendable income up in the billions. And it's growing larger every day. To this alert and growing audience WLIB offers more Negro programming than all other radio stations in New York combined! More local Negro news—more national Negro news—more Negro public service as well. In turn it produces by far the greatest Negro listening audience in town.

With top Negro personalities and a variety of proven merchandising aids to help sell your products, WLIB is a must buy in the greater New York market. So—if you want to embrace the Negro community—"LIB IT UP!"

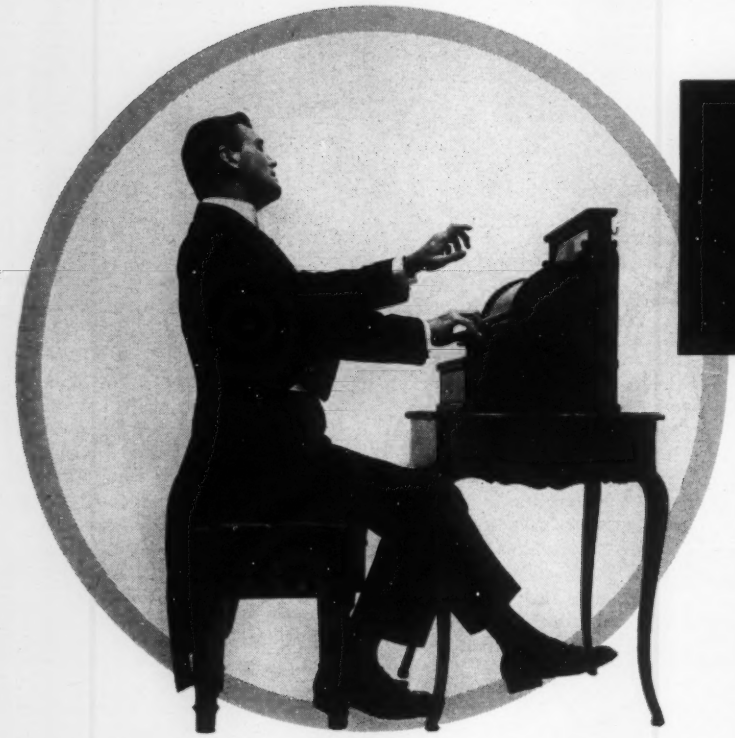
HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

KFAC delivers two top radio audiences at one rate...



Good Music rings up Sales in Southern California over KFAC AM-FM

every time you buy KFAC-AM you also get Southern California's largest FM audience*

Most combination AM and FM stations offer simultaneous coverage on a limited basis. For the past twelve years we have been duplicating our entire broadcasting schedule 24 hours a day. This is one reason why we are among the four Los Angeles stations that reach over a million different homes in an average week*.

Our renewals tell the story. 44 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

**Latest PULSE Surveys*

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

Broadcast Advertising

MR. ALEXANDER

Sidney G. Alexander, formerly vp and group supervisor at Kastor Hilton Chesley Clifford & Atherton, N.Y., becomes partner in Sanders & Lowen, that city, to be known as Sanders, Lowen & Alexander. Prior to his association with KHCC&A, Mr. Alexander was partner at Peck Adv., and advertising director of both Columbia and David O. Selznick motion picture companies.

Brooks Elms, vp on American Tobacco at Sullivan, Stauffer, Colwell & Bayles, N.Y., joins Robert C. Durham, Inc., as executive vp and general manager.

Ronald R. Mullins, Norman, Craig & Kummel, N.Y., elected vp. **James Woodward** named assistant vp.

Sylvan Taplinger, vp in charge of radio-tv for W.B. Doner & Co., N.Y., resigns. He will announce future plans shortly. Mr. Taplinger supervised Timex (watches) account for Doner.

Ronald P. Smillie appointed vp of Krupnick & Assoc., St. Louis advertising agency. He has been account executive at Krupnick since 1955.

A.P.D. Wheelan, formerly with N.W. Ayer & Son, Hollywood, becomes partner in Barrie & Faulk Adv., San Francisco, which becomes Barrie, Faulk & Wheelan. Mr. Wheelan will supervise agency's creative activities. Location: 215 Leidesdorff St., Phone: Exbrook 2-1158.

Sam D. Keeper appointed general manager and partner of Max H. Jacobs agency, Houston, which becomes Jacobs-Keeper-Newell & Assoc. **Vance Newell** named chief account executive and partner. Others named to firm's management: **Mrs. Jesse McFarland, Mrs. Ethel Younger, Alma Taylor** and **Mary Bourgeois.**

Robert C. Bullen, formerly vp and creative director at Don Kemper Co., Chicago, to Olian & Bronner, that city, as vp and account supervisor.

Theodore W. Prescott, formerly account supervisor at N.W. Ayer & Son, Philadelphia, to Charles E. Hires Co. (Hires root beer), that city, as vp in charge of marketing.

Eleanor Accles, media buyer at Adams & Keyes, N.Y., joins Cunningham & Walsh, that city, as supervisor of media services.

Gerald P. Branson, field division advertising manager of Falstaff Brewing Corp., St. Louis, promoted to newly created position of media manager. **Barry C. Sullivan** succeeds Mr. Branson. **August (Gus) Gagel,** midwest division advertising manager, Omaha, Neb., returns to St. Louis to assume Mr. Sullivan's former position. **William O. Horne** promoted to midwest division advertising manager. He had been member of advertising staff.

Dwight Reynolds, previously media supervisor at Wade Adv., Chicago, and formerly advertising manager of Alberto-Culver Co., to Campbell-Mithun, Chicago, as all-media buyer including broadcast activities.

Stanley Leipzig, formerly of Dunnan & Jeffrey, N.Y., joins S. Jay Reiner Co., Mineola, N.Y., as director of station relations.

MR. CARLSON

Harry Carlson, vp of General Public Relations, N.Y., subsidiary of Benton & Bowles, elected president of GPR. **Sherwood Rollins Jr.** named vp. Mr. Carlson joined pr firm in 1957 when it merged with Burns W. Lee Assoc. He had been vp of BWL.

Joseph Sullivan named advertising supervisor for St. Paul (Minn.) Div. of Theodore Hamm Brewing Co. **Terence O'Brien** appointed advertising supervisor for eastern and western divisions, and **Philip Hummel** becomes point of sale manager.

Richard B. Stockton, formerly vp and account supervisor at French Adv., St. Louis, joins Storm Adv., that city.

Mark Foster, formerly with Communications Counselors division of Communications Affiliates Inc., N.Y., to Howard Chase Assoc., that city, as account executive.

John F. Kresl and **Thomas J. Mack** named account executive and radio-tv production manager, respectively, for Allen & Reynolds, Omaha, Neb., advertising agency.

Roy M. Marshall, formerly account supervisor and director of business development at Ross Roy, Detroit, joins MacManus, John & Adams, that city, as account executive in commercial products group.

Richard C. Wright, formerly associate media director at BBDO, joins Carling Brewing Co., Cleveland, as administrative assistant.

James F. Donnelly Jr., supervisor of sales promotion, A. O. Smith Corp., Kankakee, Ill., appointed manager of advertising, sales promotion.

Warren T. Brookes, account executive at Kenyon & Eckhardt, Boston, elected president, Boston chapter, American Marketing Assn.

Bernard W. Meyer, formerly marketing director for General Foods Corp., Latin America Div., to Chesebrough-Pond International as marketing manager.

George B. Lavery Jr., formerly with Campbell-Mithun, joins Kane Adv., Bloomington, Ill., as business director.

Mildred A. Vigerhouse, formerly director in radio-tv department of Ruder & Finn, N.Y., joins J.M. Mathes Inc., that city, as member of staff.

D-F-S names three new vps

MR. TAYLOR MR. SCURLOCK MR. MITCHELL

William A. Taylor, Robert Scurlock and **Frederick A. Mitchell,** account executives at Dancer-Fitzgerald-Sample, N.Y., named vps. Mr. Taylor, who is on Procter & Gamble account, was with Young & Rubicam until 1953 when he joined DFS. Mr. Scurlock, who also works on P&G, came to agency in 1954 from Benton & Bowles. Mr. Mitchell was formerly head of N.Y. office of Needham, Louis & Brorby and head of research department with DFS in Chicago. He works on Simoniz account.

She will supervise radio and tv publicity.

The Media

Sumner N. Blossom, president of Crowell-Collier Publishing Co., N.Y., elected vice chairman. **Raymond C. Hagel,** executive vp, assumes presidency. Publishing house owns KFWB Los Angeles, KEWB San Francisco-Oakland, and WISK St. Paul, Minn.

Jerry Friedman, sales manager of KQBY (formerly KOBY) San Francisco, promoted to station manager. Previously, he was account executive at KYA, that city.

Gene P. Loffler, formerly executive vp of KQTV (TV) Ft. Dodge, Iowa, appointed general manager of WTAP-AM-TV Parkersburg, W.Va. Previously Mr. Loffler was general manager of KMMT (TV) and KAUS, both Austin, Minn.

Glenn Thomas, formerly with WAFC Staunton, Va., to KUSH Cushing, Okla., as station manager and chief engineer.

David L. Lambert, formerly of tv sales staff of The Katz Agency, N.Y., joins KVOR-AM-FM Colorado Springs, Colo., as general manager and sales manager.

Donald A. Wolff, formerly assistant manager of Forjoe & Co., appointed manager of Chicago office of Jack Masla & Co., radio-tv station representative. Masla also announces move of office from 435 N. Michigan Ave. to 75 E. Wacker Drive.

Harold R. Krelstein, president of Plough Inc. stations named chairman, Radio Advertising Bureau finance committee. **George Comte,** general manager, WTMJ-AM-FM-TV Milwaukee, also appointed to committee.

Jim Simons, general sales manager at KWFB Hollywood, Calif., is at his home following operation Sept. 6.

MR. SMITH

Edward A.W. Smith has assumed position as general sales manager of KQV Pittsburgh. He formerly was Detroit manager of Adam Young Inc. and Young Television Corp., station reps.

James R. Martin, formerly at KUSN St. Joseph, Mo., appointed program director at WKEE-AM-FM Huntington, W. Va.

Chuck Phillips, air personality at WEMP Milwaukee, assumes additional duties as program director. **John Michaels,** formerly with WKHM Dearborn, Mich., joins WEMP as disc jockey.

Neville Miller, Washington communications attorney, was sworn in Sept. 12 as member of District of Columbia Redevelopment Land Agency. Formerly mayor of Louisville, Ky., Mr. Miller has always been interested in rehabilitation of slum areas. His new post is parttime civic activity. He continues his practice as partner in law firm of Miller & Schroeder. He is former NAB president.

David E. Lyman, program director at WLEE Richmond, Va., promoted to newly created post of director of program development. Other changes: **Stewart Yarbo,** program director; **Arthur Lane,** continuity director, **Richard Via,** assistant sales manager; **Gene Loving,** assistant director of music; and **Roland Sisking,** director of sales promotion.

Harold F. Stone, formerly with WNEM-TV Flint-Saginaw, Mich., to WLOF-TV Orlando, Fla., as program director.

Johnny Gunn, formerly operations director at KOMY Watsonville, to KCVR-AM-FM Lodi, both California, as program director.

Rick Kraushaar and **Jack Van Nostrand** join KTLA (TV) Los Angeles as account executives.

Fred Ruegg, CBS Radio vp and general manager of KNX Los Angeles, reappointed to board of directors of Southern California Broadcasters Assn., filling vacancy created by transfer of **Howard Gray** from KGIL San Fernando to KWIZ Santa Ana. Only one area representative is permitted from member stations with that office being held by KWIX's Ernest Spencer, association treasurer.

Bob Allen, formerly account executive for WEEI Boston, joins sales staff of WCBS New York. **Eugene F. (Red) Mitchell,** merchandising director at WEEI, succeeds Mr. Allen. **Richard A. Bailey** becomes WEEI's merchandising director.

John H. Rawitzer, salesman at KRAK Sacramento, Calif., joins sales staff of KCBS San Francisco, succeeding **Dick Godfrey,** who moves to KXTV (TV) Sacramento.

Bill Unger, with radio-tv department of Grant Adv., L.A., joins sales staff of KGO San Francisco.

Jim Dodd, formerly on sales staff of WLWI (TV) Indianapolis, named announcer-salesman for *The House Detective,* tv real estate program, at WLWA (TV) Atlanta, Ga.

Arthur J. Beaudin named merchandising liaison man for WFEA Man-

NAB names three committees

Three standing committees for 1960-61 were announced last week by the NAB Policy Committee:

Television Music Advisory—**Campbell Arnoux,** WTAR-TV Norfolk, Va., chairman; **Payson Hall,** Meredith Broadcasting Corp.; **John E. McCoy,** Storer Broadcasting Co.; **Clifford M. Kirtland Jr.,** Transcontinent Television Corp.; **John J. Murphy,** Crosley Broadcasting Co.; **Robert H. Smith,** WCYB-TV Bristol, Va.; **Charles C. Woodward Jr.,** Westinghouse Broadcasting Co.; **Clair R. McCollough,** Steinman Stations.

Freedom of Information—**Frank P. Fogarty,** Meredith Broadcasting Co., chairman; **Campbell Arnoux,** WTAR-AM-TV Norfolk, Va.; **John Charles Daly,** ABC; **Richard O. Dunning,** KHQ-AM-TV Spokane, Wash.; **John S. Hayes,** Washington Post Broadcast Div.; **Theodore F. Koop,** CBS; **William R. McAndrew,** NBC; **Stephen J. McCormick,** MBS; **August C. Meyer,** Midwest Television Inc.; **Sig Mickelson,** CBS; **David C. Moore,** Transcontinent Television Corp.; **D.L. Provost,** Hearst Corp.; **Weston C. Pullen Jr.,** Time Inc.; **Robert M. Purcell,** KFWB Hollywood; **Lewis W. Shollenberger,** CBS; **James W. Woodruff Jr.,** WRBL-AM-TV Columbus, Ga. Mr. Koop represents Radio-Television News Directors Assn.; Mr. Shollenberger represents Radio-Television Correspondents Assn.

Copyright—**Omar F. Elder Jr.,** ABC-TV, chairman; **Thomas P. Bashaw,** KFH-AM-FM Wichita, Kan.; **Charles A. Batson,** WIS-TV Columbia, S.C.; **Robert M. Booth Jr.,** WSAL Logansport, Ind.; **Ian A. Elliot,** KATL Miles City, Mont.; **Robert V. Evans,** CBS-TV; **Leonard H. Higgins,** KTNT-TV Tacoma, Wash.; **Philip G. Lasky,** Westinginhouse Broadcasting Co.; **Douglas L. Manship,** WBRZ Baton Rouge, La.; **Harry R. Olsson Jr.,** NBC; **Gunnar O. Wiig,** WROC - TV Rochester, N.Y.; **John Pattison Williams,** Air Trails Network, Dayton, Ohio.

MICROPHONES
– a type for every requirement

Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.

FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. **$180.00**

PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **$82.50**

HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **$125.00**

NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK-5A is also an excellent choice for control room use. **$165.00**

COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **$75.00**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. If remittance is not enclosed your microphones will be shipped C.O.D. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

RCA, Audio Sales, Broadcast and Television Equipment Division, Dept. LC-22
Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed ☐ Ship C.O.D. ☐

☐ 77-DX ☐ BK-6B ☐ BK-11A ☐ BK-1A ☐ BK-5A

Send to_____

Address_____

City_____ Zone_____ State_____

Enclose remittance with order and save shipping charges.

chester, N.H. He will work with sales personnel in coordinating sales promotion activities.

Richard F. Schaller, formerly with sales department of WBEN Buffalo, to WGR-TV, that city, as member of local sales staff.

Rudy Perea and **Dick Amundson** join KELP El Paso, Tex., as members of sales staff. **Gene Rohling** becomes member of news department. **Johnny Fairchild** and **Morton Downey Jr.** to KELP as disc jockeys.

Mrs. Pat Barton promoted from news staff to assistant to special events director at WBBM Chicago. She originally joined station's news staff in 1942, moving to CBS Radio News in New York as night editor in 1949 and returning to WBBM in September 1959.

Jim Payton appointed director of newly created department of public affairs of WDSM-AM-TV Duluth, Minn. He joined WDSM when it first went on air in 1939, serving as first program director. He left WDSM in 1940 to become program director of WLOL Minneapolis before rejoining WDSM in 1946.

Jack White and **John MacMillan** join expanded news staff of KUTV (TV) Salt Lake City. Mr. White is editor-photographer and Mr. MacMillan is news and sports reporter.

Tom Carnegie, account executive at WFBM-TV Indianapolis, named director of sports for WFBM-AM-FM-TV.

William (Rip) Rowan, formerly news editor at WCSS Amsterdam, to WTRY Albany-Schenectady-Troy, both New York, as member of news staff.

Orion Samuelson, farm service director at WBAY-AM-TV Green Bay, Wis., to WGN-AM-TV Chicago in similar capacity.

Robert D. Fuzy, formerly tv producer of Columbus, Ohio, public schools, named supervisor of instructional tv programming for WOSU-TV, Ohio State U. Telecommunications Center, that city.

Art McDonald joins news staff of KOMO-TV Seattle, Wash. He formerly was news director of KREM-TV Spokane, Wash.

Norma Nottonson appointed pr assistant for WMCA New York, WBNY Buffalo, and Radio Press International.

Tim Lockhart joins WBAB Babylon, N.Y., succeeding **George Sima** who becomes editor on news staff.

Nick Gearhart, formerly head of news department of WWL-TV New Orleans, joins news staff of KFMB-TV San Diego, Calif., as night news editor.

William Miller, formerly on sales staff of Armstrong Cork Co., St. Louis, appointed sales planning assistant at NBC Central Div. Network TV Sales, Chicago.

Bruce Handshu, formerly with WLW Cincinnati, to WCKY Cincinnati as publicity promotion director, succeeding **Bob Flemming** who retired.

William K. McClure, cameraman and correspondent for CBS News, named director of European operations for *CBS Reports.*

Robert H. Poller, formerly sales and station promoter at WROV Roanoke, Va., to sales staff of WALT Tampa, Fla.

Bill Page joins WSOC Charlotte as member of sales staff. **Cooper Williamson** becomes announcer and **Franc White** named to promotion staff.

J. B. (Johnny) Martin, formerly account executive at KOMA Oklahoma City, to sales staff of KOCO-TV, that city.

Norman Kraeft, farm service director of WGN-AM-TV Chicago since 1950, and his wife and assistant, **Christine,** resign to become agricultural pr director and farm women affairs director, respectively, for Kennedy-Johnson campaign.

Wayne Coy Jr., summertime employe of Time Inc. radio-tv stations, member of *Time-Life* Washington bureau and son of late FCC Chairman A. Wayne Coy, to WTCN-TV Minneapolis-St. Paul as sales service assistant.

Robert Hawkins, announcer-director at KERO-TV Bakersfield, Calif., promoted to production manager.

Dick Guthrie, newsman at KING Seattle, elected chairman of Western Washington Associated Press Broadcasters Assn., succeeding **Shirley Bartholomew** of KRKO Everett.

Roy Eaton, news director of KXOL Ft. Worth, elected president of Texas Associated Press Broadcasters Assn.

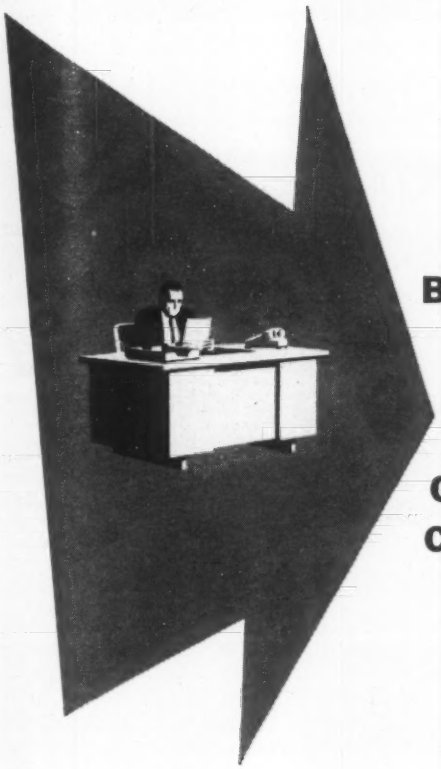
Pat Wilkins, on news staff of KEX Portland, Ore., promoted to news director.

Hart Jenks, formerly with WOW Omaha, Neb., to KXRX San Jose, Calif., as news director.

Programming

Alfred R. Stern, vp of NBC Enterprises, elected board chairman of California National Productions, N.Y. (WEEKS HEADLINER, Aug. 22). In ad-

Visiting new properties ■ Ward L. Quaal (c), vice president and general manager of WGN-AM-TV Chicago, addressed luncheon of station and civic leaders in Duluth-Superior Aug. 25 in the wake of WGN Inc.'s purchase of KDAL-AM-TV there (CLOSED CIRCUIT, Aug. 15; CHANGING HANDS, Aug. 22). Shown (l to r) are Robert A. Dettman, KDAL-TV chief engineer; Clifford Mork, Duluth mayor; Mr. Quaal; Lawrence Hagen, Superior mayor; and Odin S. Ramsland, KDAL-AM-TV general manager. WGN Inc. bought the properties from Red River Broadcasting Co. (owned and operated by the Dalton LeMasurier estate) for over $3 million.



WHY SHOULD A BUSINESSMAN BE TAXED TO SUPPORT GOVERNMENT COMPETITION AGAINST HIMSELF?

Some strange paradoxes crop up, at times, in the American scene.

We are scrupulous, as a nation, to safeguard the rights of the individual in court . . . his right to worship without interference . . . his right to speak freely and openly on any issue.

We have federal laws and regulations to protect him against unfair competition in his efforts to make a living . . . unfair competition, that is, *except that from the federal government itself.*

Take, for example, the matter of the government's producing and selling electric power in the open market. Because federal power systems pay no federal income taxes, and little or no taxes to state and local governments, they can undersell the independent electric companies which *do* produce taxes. *In fact, the very taxes provided by the independent electric companies and their customers are used in part to help finance this unfair competition.*

Now the proponents of federal "public power" are pressing for billions more to build additional federal power plants, although the independent electric companies are ready and able to supply all the power the nation can conceivably need. And this *on top* of more than $5,000,000,000 of taxpayers' money already spent on such government installations.

How can this go on? Simply because the public doesn't know about it.

A NEW BOOKLET TELLS THE STORY

You can get interesting, little-known facts, figures and quotes by mailing the coupon below for the new free booklet, "How Federal Government Electricity Affects the Businessman." It discusses how "public power" spending can affect your costs, prices and profits, what happens when the government goes into business with taxpayers' money, and the anti-business implications of federal power spending.

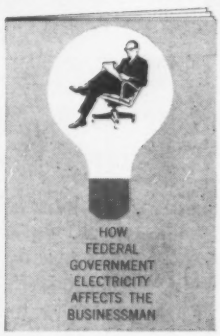
AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1118-U
1271 Ave. of the Americas
New York 20, N. Y.

Please send promptly the material checked below, without charge:

☐ "How Federal Government Electricity Affects the Businessman"

☐ Names of the companies that sponsor this message



NAME _____
(Please print)

ADDRESS _____

CITY _____ ZONE ___ STATE _____

dition, Mr. Stern continues as director of NBC International Operations and as chairman of NBC International, Ltd.

Harold Goldman, formerly executive vp of National Telefilm Assoc., is developing an expansion program for Famous Artists Corp. in all phases entertainment with major emphasis on creation and development of tv packages and possibilities of active participation by FA in pay tv.

Len Hensel, account executive at Ziv-UA, named spot sales manager in northeast. Other new spot salesmen: **Henry R. Liltler** and **Leon Taylor,** southeast; **John H. Louis** and **Joseph S. Moscato,** north central; **Don Dahlman** and **James L. Grubb,** mid central; **Michael J. Eisler** and **Al Shore,** south central, and **Jack Ellison** and **Jack Martin,** western division.

Norman A. Adler named executive vp of Columbia Records, N.Y. He will be responsible for entire marketing operation and supervision of company's market research activities.

Arthur Gross, formerly director of tv sales at King Features Syndicate, joins United Artists Assoc., N.Y., as assistant general sales manager.

Peter Cooper, producer at Robert Lawrence Animation, N.Y. and Hollywood, named executive producer of Robert Lawrence Productions, those cities. He will supervise all company's live action and animated commercial production.

George W. Linn, formerly partner and account executive of White & Shuford Adv., El Paso, Tex., to Canyon Films, Phoenix, as general sales manager.

Glenn Johnson appointed vp of Norwood Studios, Washington, D.C., documentary film producer.

Oscar Rudolph signs with Screen Gems to direct pilot for *Telegraph Hill,* new series that begins production in San Francisco next month.

Clayton E. Bond, formerly account supervisor at California National Productions, joins CBS Films, Chicago, as account executive.

Jack Kuhlman, John Dolan, Henry DeMond, Ted Chapman, Larry Watkins and **Shirley Citroen** join Jerry Fairbanks Productions, Los Angeles, as film editors.

Equipment & Eng'ring

Harry Hill Jr. and **F. Gene Abrams** named district managers in Philadelphia and St. Louis, respectively, for General Electric Co.'s tv receiver department.

Thomas T. Witkowski and **John T. Underhill** appointed director of long range planning and operations manager, respectively, for Cubic Corp., San Diego, Calif.

Arthur S. Kester promoted from chief division engineer in charge of developing audio frequency communication-sound equipment to manufacturing manager at Rauland-Borg Corp., Chicago. **Richard J. Medal** succeeds Mr. Kester.

International

Ken W. Davis named executive vp of Interprovincial Broadcast Sales Ltd. He will headquarter in Toronto.

R.A. Cauley has joined Grant Adv. of Canada Ltd., Toronto, as vp.

Ian Grant, news editor of *Canadian Broadcaster* for past four years, named promotion manager of CHCT-TV Calgary, Alta.

Mengie Shulman, for many years manager of VOCM St. John's, Nfld., and recently general sales manager of CKRM Regina, Sask., to sales manager of NTA Telefilm (Canada) Ltd., Toronto.

Andy McClelland, formerly tv consultant with CFMC-TV and CKMI-TV Quebec City, and CJSS-TV Cornwall, Ont., named production manager of CFTO-TV Toronto.

Franklin Armstrong joins news staff of CHUM Toronto.

Allied Fields

Randall S. Jessee, executive director of Metropolitan Area Planning Council of Kansas City, leaves position to open own pr and radio-production firm in alliance with Fox & Reshkin Adv., that city. Mr. Jessee previously was news director of WDAF-AM-TV, that city. Address of new firm: Postal Life Building, 612 West 47th, Kansas City.

Paul Purdom becomes partner in new Rubin & Purdom Co., San Francisco pr and sales promotion firm. Address: Columbus Tower, 916 Kearny St., San Francisco. Phone: Yukon 6-1296.

Deaths

Hil F. Best, owner of Detroit rep firm bearing his name, died early this month. He had been in semi-retirement since suffering stroke in 1956. Hil F. Best Co. represents many small U.S. radio stations.

Herbert A. Carlson, 51, founder-president of Carlson & Co., Indianapolis, died there Sept. 2. He started advertising career with Bozell & Jacobs as account executive and later vp and subsequently was associated with following agencies: Henri, Hurst & McDonald; Leo Burnett Co.,; Grant Adv. Inc.; Christiansen Adv., and Applegate Adv.

James E. Sweet, 51, account executive at CBS Radio Network Sales, Chicago, since 1952 and onetime co-owner of KIHO Sioux Falls, S. D., died of heart attack at Westmoreland Country Club in Wilmette (Ill.) Sept. 10. He previously was with WRC Washington, D.C.

Sterling C. Williams, 63, member of NBC-Chicago communications department and 30-year veteran of network, died Sept. 10.

Frank H. Celona, 44, manager of radio-tv production department of Lennon & Newell, N.Y., died Sept. 9 of coronary attack.

Calvin D. Harper, 37, associate director of *Linkletter Show* was found dead in friend's swimming pool in Los Angeles Sept. 10.

D.B. McKay, 92, broadcast pioneer and former owner of *Tampa Daily Times,* died Sept. 7, following long illness, Mr. McKay was founder in 1922 of WDAE Tampa, Fla., that city's first station and one of first in Florida.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

He flew 5,000,000 miles to get into this picture!

It took a lot of time. It took a lot of skill. Flying all kinds of planes... from 1-engine trainers to 4-engine jets. Mastering the flight regulations of many different countries. It took years of training and experience. And something else. The remarkable gift of all great professionals... who can land a plane with incredible precision... command powerful jet engines with unqualified authority. All Air France jet pilots are experienced enough to be in this picture. But to *stay* in the picture, Air France requires each and every one of them to take refresher courses every 3 months and pass stiff flight exams every 6 months. These are the men you always find on Air France...world's first International airline...world's *only* airline with 41 years experience in international flight. And you find them everywhere. Flying from all four Air France gateways at New York, Chicago, Los Angeles and Montreal. Flying Boeing 707 Intercontinental Jets and Caravelle Jets over major Air France routes in all parts of the world. Good reasons why you fly in confidence when you fly Air France... the world's largest airline.

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

INFORMALITY BREAKS THE ICE

Picnic for teachers brings results

A tree-shaded picnic table in a park; a meal fit for the most discriminating gourmet; a balmy summer day. Sounds like a setting for a romantic interlude. Actually, however, it was Allen & Reynolds' (Omaha, Neb., agency) novel way of creating a favorable advertising image to a group from the city's public and parochial schools on the annual Business-Industry-Education Day (BIE) there.

The idea was the brainchild of A&R President Milt Reynolds, who decided that advertising might need more "selling," particularly in an election year. The fact remained, too, that in the past teachers had regarded advertising with an icy reserve.

So while other companies hustled their visitors off to lunch at hotels, restaurants and company cafeterias, Allen & Reynolds gambled on the informality of an outdoor barbecue prepared by an expert. Details:

The chef: a logical choice was Lyle DeMoss, an agency vp who stars on his own weekly outdoor cookery show, *Lyle's Patio*, on WOW-TV, that city. The location: a small city park directly across the street from the agency. The weather: sunny and clear. The meal: Cornish Game Hens stuffed with almond dressing, Shrimp Vesuvius, sweet potatoes tropical, cottage cheese pecan, marinated countrystyle tomatoes and ice cream. The results: overwhelming, according to agency officials, and by far the most successful BIE Day the agency has ever held. The novelty drew local television and newspaper coverage and created a relaxed, friendly afternoon session for those involved.

Sales push for Clark

A round of meetings with midwest clients and their agencies has been set by ABC-TV for personality Dick Clark this week and teenagers will naturally be on hand. Mr. Clark will confer with advertising representatives in Chicago Sept. 19-20 and in Minneapolis Sept. 21 with James Beach vice president in charge of the network's Central Div., serving as host. Highlight of the Chicago junket will be a party in the Ambassador East Hotel for the teenage children of agency and client representatives. ABC Central Div. also will fete Mr. Clark at a studio press party.

Phone for a year

Approximately 150 girls, aged 11 to 16, stepped up to the microphone to chirp a Peter Pan brassiere commercial and introduce a record in a promotion run by WINN Louisville, Ky. The station had been selected to run the promotion by Kaufman's of Kentucky, Louisville department store. Although WINN is a good music station and bars rock 'n' roll and Top 40 music, Kaufman's felt that it could appeal to teenagers as well as adults, the station reports.

A teaser campaign—"Keep watching the Big K . . . you may be the Big K DJ. ."—ran for a few days prior to the auditioning campaign. Girls were then instructed to enter the competition at Kaufman's, tape the bra commercial and lead-in and return to the store on the next Saturday for announcement of the winners. The winning teenager won a phone of her own for a year; radios and Kaufman's merchandise certificates were other prizes. The winning commercials are being used in a current campaign on WINN.

An eye for a dollar

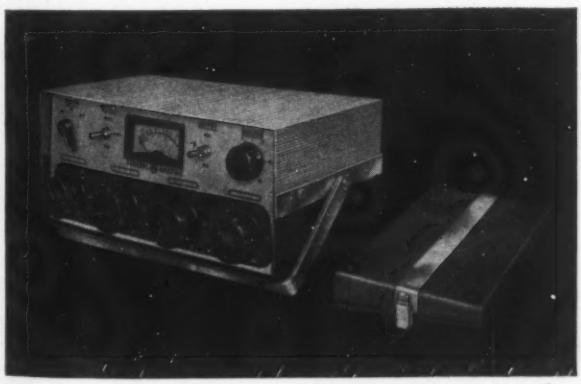
Len Goorian, air personality and exploitation manager of WKRC-TV Cincinnati, did his best to make the local citizenry resemble a mass shirt advertisement. But the eye patches he tried to cajole people into wearing were actually boosting the station. The eye patches were similar to the CBS-eye symbol but with the figure 12 in the center. (WKRC-TV is a CBS-TV affiliate operating on ch. 12.) Cashiers, waitresses, doormen, mailmen, bank tellers, newspaper boys, shoe shine boys and others were given the eye patches with a silver dollar and were told that if the station's "Mystery Man" saw them wearing the patch, they would be given 12 more silver dollars. The one-eyed effect the promotion achieved is attested to by the fact that WKRC-TV gave away $320 during the one-week campaign.

KABC-TV's fall drive

"For thrills, excitement, stimulation . . . Call Surfside 6-5025" say the enticing, slightly lurid ads in Los Angeles metropolitan and community newspapers. Those who phone that number hear a recorded voice boosting *Surfside 6*, a new ABC-TV series on KABC-TV, that city. (The phone prefix is the same as one already in use.) The station reports that the telephone company has installed 10 special trunk lines to handle the surge of calls resulting from this promotion. Other media are also used to herald KABC-TV's fall schedule: print, pro football programs, king-size bus banners and 7- and 24-sheet billboards —all featuring the campaign's theme, "I'm sold on 7" (the channel number). Direct mail and press parties are also part of the campaign. J.F. Brembeck,

Gourmet gathering ■ Surrounded by teachers and agency officials, Milt Reynolds (c), president of Allen & Reynolds, Omaha, Neb., watches Lyle DeMoss, chef and agency vp, put the finishing touches on a luncheon menu that won plaudits for the agency at the annual Business-Industry-Education Day.

New portable audio amplifier—only 19½ lbs!



Carrying handle functions as base to position unit for most convenient operating angle.

Completely transistorized — not a tube in the circuit.

The first time you lift it you'll be thankful for transistors — because it is 100% transistorization that makes this lightweight reliable design possible.

General Electric's new Type BA-26-A has built-in studio quality. Designed for AM-FM-TV and recording use, this portable amplifier provides console quality for remote broadcasts such as sports events, concerts and spot news. Besides the customary microphone inputs, this portable amplifier features a high-level input for tape or transcription.

Here is the first portable audio amplifier containing its own regulated self-contained power supply with a range of 95 to 135 volts a-c. Provision for battery operation is also included. A laminated plastic front panel preserves permanent markings and allows space for other information to be added and erased without damaging the surface.

For complete specifications on the latest in General Electric's new line of Transistorized Audio equipment, write Technical Products Operation, Communication Products Department, Section 4890-19, General Electric Company, Lynchburg, Virginia.

GENERAL ELECTRIC

KABC-TV's promotion-publicity director, says it is the largest promotion drive in the station's history.

■ Drumbeats

Fine music tour ■ KPAM-KPFM (FM) Portland, Ore., classical music stations, will sponsor a six-week opera and concert tour of Europe Jan. 28 to March 31, 1961. Jim McGuire, the stations' classical music commentator, will be tour host. Among the cities to be visited are Vienna, Berlin, Munich, Milan, Florence, Rome, Paris, London and Amsterdam. Admissions to 26 European musical events are included in the tour price. Churchill Tours of Portland is organizing the tour which will go to Europe by Scandinavian polar jet.

Voice of a goddess ■ KYW Cleveland is running an on-the-air search for a woman with a voice suitable for Juno. Juno is the name of the life-size transparent plastic model of a woman on display at the Cleveland Health Museum. She has animated internal organs, blood vessels and a visible skeleton. But she has lost a voice—a taped sound track which has been used so much for educational purposes it has worn out. KYW is cooperating with the museum to cure Juno's laryngitis.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 8 through Sept. 14. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Flagstaff, Ariz.—Saunders Bcstg. Co. Granted vhf ch. 13 (200-216 mc); ERP 1.78 kw vis., 955 w aur.; ant. height above average terrain 1832 ft., above ground 80 ft. Estimated construction cost $26,000, first year operating cost $38,000, revenue $43,000 P.O. address Box 1677, Flagstaff. Studio-trans. location Flagstaff. Geographic coordinates 35° 14′ 28″ N. Lat., 111° 35′ 48″ W. Long. Trans. Electron, ant. Andrew. Sole owner is Charles J. Saunders, who also owns KCLS Flagstaff and *Flagstaff Gazette* (weekly newspaper). Ann. Sept. 8.

Salina, Kan.—Prairie States Bcstg. Inc. Granted uhf ch. 34 (590-596 mc); ERP 6.92 kw vis., 3.89 kw aur.; ant. height 180 ft. Estimated construction cost $32,474, first year operating cost $72,000 revenue $88,000. P.O. address KAWL Bldg., York, Neb. Studio & trans. location Mariette & 7th Sts., Salina. Geographic coordinates 38° 50′ 40″ N. Lat., 90° 36′ 35″ W. Long. Trans. Electron, ant. RCA. Principals are **Melville L. Gleason** (51%), **Tommy L. Gleason** (25%), **Edna Louise Gleason** (12%) and **Mary E. Gleason** (12%). All have interests in **KAWL York**, and **KRFS Superior**, both Nebraska. Ann. Sept. 8.

***Portland, Ore.—State of Oregon Board of Higher Education.** Granted vhf ch. 10 (192-198 mc); ERP 31.6 kw vis., 15.8 kw aur.; ant. height above average terrain 949 ft., above ground 200 ft. Estimated construction cost $108,800, first year operating cost $69,000. P.O. address Box 5175 Eugene, Ore. Studio location Healy Heights, Portland, Ore. Trans. location Healy Heights, Portland, Ore. Geographic coordinates 45° 29′ 20″ N. Lat., 122° 41′ 39″ W. Long Trans. RCA TT-5A, and TF-6AH. Legal counsel Fisher, Wayland, Duvall and Southmayd Washington, D.C. Consulting engineer Grant S. Feikert, Corvallis, Ore. Educational, non-commercial. Ann. Sept. 8.

APPLICATIONS

Washington, D.C.—The Chronicle Publishing Co., vhf ch. 4 (66-72 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 554 ft., above ground 545 ft. Estimated construction cost $1,738,350, first year operation cost $1.6 million, revenue $2.4 million. P.O. address San Francisco, Calif. Studio location Washsington, D.C. Trans. location Montgomery County, Maryland, Geographic coordinates 38° 59′ 59″ N. Lat., 77° 03′ 09″ W. Long. Trans. G.E., ant. G.E. Legal counsel Spearman & Roberson. Consulting engineer Robert L. Hammett. Chronicle Publishing Co. is licensee of **KRON-FM-TV San Francisco** and publisher of the *San Francisco Chronicle*. Ann. Sept. 8.

Petersburg, Va.—Southside Virginia Telecasting Corp., vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 891 ft., above ground 969 ft. Estimated construction cost $724,110, first year operating cost $700,000 revenue $750,000. P.O. address Third & Henry Sts., Petersburg. Studio location Third & Henry Sts. Trans location 4 miles north of Petersburg on U.S. Route 1. Geographic coordinates 37° 17′ 43″ N. Lat., 77° 24′ 46″ W. Long. Trans. RCA, ant. RCA. Legal counsel Chase & McChesney. Consulting engineer Charles A. Runyon. Principals include **Louis H. Peterson** (62.94%) and 22 others. Mr. Peterson is president of **Southside Virginia Bcstg. Co.,** licensee of WSSV Petersburg. Mr. Peterson also owns **Norfolk Bcstg. Corp.,** licensee of WNOR Norfolk, Va., and 12% owner of WLVA-AM-TV Lynchburg, Va. He is also in outdoor advertising. Ann. Sept. 8.

Existing Tv Stations

ACTION BY FCC

WFAA-TV Dallas, Tex.—Granted waiver of Sec. 3.652(a) of rules to identify itself with Fort Worth as well as Dallas. Comr. Bartley dissented. Ann. Sept. 8.

Translators

ACTION BY FCC

Elephant Mountain Tv Club, Inc. Daggett, Calif.—Granted cp for a new tv translator station on ch. 70 to translate programs of KNXT (TV) (ch. 2), Los Angeles. Ann. Sept. 8.

New Am Stations

ACTIONS BY FCC

Anchorage, Alaska—Sourdough Bcstrs. Granted 590 kc, 5 kw. P.O. address 7764 Torreyson Dr., Los Angeles. Estimated construction cost $24,905, first year operating cost $60,000, revenue $75,000. **Willis R. Harpel,** sole owner, is announcer, KNXT (TV) Hollywood, Calif. Ann. Sept. 8.

Perry, Iowa—Perry Bcstg. Co. Granted 1310 kc, 500 w D, DA. P.O. address % **G.E. Whitehead,** Perry. Estimated construction cost $22,625, first year operating cost $36,000, revenue $48,000. **Willard D. Archie,** newspaper man and Mr. Whitehead, printer, are equal partners. Ann. Sept. 8.

McCook, Neb.—Regional Bcstg. Corp. Granted 1360 kc, 1 kw. D. P.O. address 1440 E. Sixth St., Loveland, Colo. Estimated construction cost $17,118, first year operating cost $36,000, revenue $48,000. Owners include **William R. Voegel** (80.5%), **Jack R. Caldwell** and **William H. Farnham** (9.2% each). Regional owns KLOV Loveland, and KVRH Salida, both Colorado. Ann. Sept. 8.

Kannapolis, N.C.—Foy T. Hinson. Granted 1460 kc, 500 w-D. P.O. address 203 Oak St., Kannapolis. Estimated construction cost $19,745, first year operating cost $36,000, revenue $40,000. Mr. Hinson is in radio service business. Ann. Sept. 8.

Wheatland, Wyo.—Kowboy Bcstg. Co. Granted 1340 kc, 250 w unl. P.O. address Box 972, Laramie, Wyo. Estimated construction cost $6,650, first year operating cost $24,000, revenue $36,000. Owners are **John C. Hunter** (60%) and others. Mr. Hunter's broadcast interests: WCMP Pine City, Minn. (58%); KOWB Laramie (60%), and KYSN Colorado Springs, Colo. (33⅓%). Ann. Sept. 8.

APPLICATIONS

Cottonwood, Ariz.—Peter Viotti, 1600 kc, 1 kw-D. P.O. address 1 South Sitgreaves, Flagstaff, Ariz. Estimated construction cost $27,160, first year operating cost $32,400, revenue $48,000. Mr. Viotti is in retail furniture business. Ann. Sept. 9.

Joshua Tree, Calif.—Col. Edmund B. Moore, USA Ret. 1420 kc. 1 kw-D. P.O. address Box 100, Joshua Tree. Estimated construction cost $17,642, first year operating cost $28,000, revenue $31,500. Col. Moore is in real estate. Ann. Sept. 13.

Shelton, Conn.—James Stolcz, 1490 kc. 1 kw-D, 250 w-N. P.O. address 19 Van Buren Ave., Norwalk, Conn. Estimated construction cost $55,010, first year operating cost $54,260, revenue $75,000. Sole owner. Mr. Stolz also owns **WNLK Norwalk, Conn.** and has interest in **WBUX Doylestown, Pa.** Ann. Sept. 9.

Stratford, Conn.—Berkshire Bcstg. Corp., 1490 kc, 250 w. P.O. address 207 Main St., Danbury, Conn. Estimated construction cost $24,650, first year operating cost $75,000.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

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MUrray Hill 7-4242

WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475

WASHINGTON
1625 Eye Street, N.W.
District 7-8531

revenue $80,000. Principals include **James B. Lee** (68.25%), **John P. Previdi** (15.75%) and others. Both have interest in **Frank H. Lee Co.**, Danbury hat manufacturer. Berkshire Bcstg. is licensee of WLAD-AM-FM Danbury, Conn. Ann. Sept. 9.

Ft. Myers Beach, Fla.—Cosmopolitan Radio Co., 1350 kc, 500 w-D. P.O. address 1115 Lynch Bldg., Jacksonville, Fla. Estimated construction cost $25,000, first year operating cost $38,000, revenue $52,000. Principals include **Philip A. Webb III** (25%); **Roy S. Carr** (45%); **C. Donald MacLean, Jr.** (25%) and **Gail D. Griner** (10%). Mr. Carr is former city treasurer of Jacksonville; Mr. Griner is broadcast consulting engineer; Messrs. Webb and MacLean are attorneys. Ann. Sept. 9.

Jackson, Minn.—Midwest Bcstg. Corp., 1190 kc, 250 w. P.O. address Box 471, Montevideo, Minn. Estimated construction cost $45,689, first year operating cost $53,000, revenue $55,000. Principals include **H. W. Linder** (58%) and **H. Willard Linder** (19%). Midwest is licensee of **KDMA Montevideo.** Ann. Sept. 9.

Roseau, Minn.—Marlin T. Obie and Henry G. Tweten, 1410 kc, 1 kw-D. P.O. address P.O. Box 230, East Grand Forks, Minn. Estimated construction cost $13,900, first year operating cost $40,000, revenue $45,000. Messrs. Obie and Tweten are equal partners. Mr. Obie has interests in **KWAD Wadena, KRAD East Grand Forks,** both Minnesota; and **KXLO Lewistown, Mont.** Ann. Sept. 9.

Kansas City, Mo.—Radiorama Inc., 1190 kc, 5 kw. P.O. address Wirthman Bldg., Kansas City 9. Estimated construction cost $97,000, first year operating cost $180,000, revenue $250,000. Principals include **N. E. Paton Jr.** (32.7%); **Roy D. Stanley** (32.7%) and others. Mr. Paton is public relations counsel. Mr. Stanley is owner of **KCLU Rolla, Mo.** Ann. Sept. 9.

Asheboro, N.C.—WIDU Bcstg. Inc., 1530 kc, 1 kw-D. P.O. address Box 247, Fayetteville, N.C. Estimated construction cost $18,000, first year operating cost $36,000, revenue $48,000. WIDU Bcstg. Inc., licensee of **WIDU Fayetteville, N.C.** is owned by **Daniel F. Owen** and **T. Ellis Leeper,** 41.2% each, and **W. B. Belche,** 17.6%. Ann. Sept. 9.

Daingerfield, Tex.—Beamon Bcstg. Co., 1560 kc, 1 kw-D. P.O. address Box 715, Daingerfield. Estimated construction cost $36,864, first year operating cost $28,000, revenue $36,000. Equal partners are **Charles W. Monk** (sales manager of **KIMP Mt. Pleasant, Tex.**) and **Chesley Beaver** (grocery distributor). Ann. Sept. 14.

Lynchburg, Va.—Griffith Bcstg. Corp., 930 kc, 1 kw-D. P.O. address Box 960, Buena Vista, Va. Estimated construction cost $30,373.89, first year operating cost $58,163.85, revenue $74,553.25. **Alfred H. Griffith Sr.**, principal owner, is attorney. Son **A. Hundley Griffith Jr.**, holder of qualifying share is majority owner of **WBCR Christiansburg, Va.** Ann. Sept. 9.

Existing Am Stations

ACTIONS BY FCC

WNEG Toccoa, Ga.—Designated for hearing application to change facilities of daytime station from 1320 kc, 1 kw, to 630 kc, 500 w. Ann. Sept. 8.

WFMD Frederick, Md.—Granted increase in daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 930 kc with 1 kw-N; engineering conditions. Ann. Sept. 8.

WEZE Boston, Mass.—Granted renewal of license. Ann. Sept. 9.

WTAO Cambridge, Mass.—Granted renewal of license for main and alt. main. Ann. Sept. 9.

WHIL Medford, Mass.—Granted renewal of license for main transmitter and auxiliary. By letter, advised American Federation of Muscians, AFL-CIO, that policy questions posed in its petition to designate application for hearing and to intervene as party in interest will be considered further in connection with commission's proposed revision of Sect. IV of its broadcast application forms relating to programming. Ann. Sept. 9.

WIKB Iron River, Mich.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N, remote control permitted. Ann. Sept. 8.

KQAL-FM Omaha, Neb.—Granted petition for waiver of Sec. 3.265 of rules to permit operation of modified transmitter by restricted permit holder. Ann. Sept. 8.

Peoples Bcstg. Corp., Trenton, N.J.—Designated for hearing application for new Class B fm station to operate on 94.5 mc; ERP 20 kw; antenna height 238 ft. made WIBG-FM, Philadelphia, Pa.; WNTA-FM Newark, N.J., and WJLK-FM Asbury Park, N.J., parties to proceeding. Ann. Sept. 8.

WGGO Salamanca, N.Y.—Granted increase in power from 1 kw to 5 kw, DA, continuing operation on 1590 kc, D; engineering conditions. Ann. Sept. 8.

WBAG-AM-FM Burlington, N.C.—Granted mod. of licenses to change stations designation to Burlington-Graham. Comrs. Lee and Cross dissented. Ann. Sept. 8.

WEED Rocky Mount, N.C.—Granted change from DA-2 to DA-N, continuing operation on 1390 kc, 1 kw-N, 5 kw-LS (no change in nighttime operation) engineering condition. Ann. Sept. 8.

KAJO Grants Pass, Ore.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1270 kc, D. Ann. Sept. 8.

APPLICATIONS

KXRJ Russellville, Ark.—Cp to increase daytime power from 250 w to 1 k and install new trans. (1490kc). Ann. Sept. 9.

WUST Bethesda, Md.—Cp to increase power from 250 to 5 kw (except during critical hours 1 kw) & install new trans. (Requests waiver of Sec. 1.351(b) of rules). (1120kc). Ann. Sept. 13.

WAVN Stillwater, Minn.—Cp to increase power form 1 kw to k and install new trans. (12220kc). Ann Sept 9.

KXEN Festus-St. Louis, Mo.—Cp to change hours of operation from daytime to unlimited, using power of 10 k and 50 ks., change from employing DA-D to DA-2, install new trns. for nighttime (2 main trans), specify nighttime site (2 sites) and change station location from Festus-St. Louis, Mo., to St. Louis, Mo. (1010kc). Ann. Sept 8.

KBMW—Wahpeton, N.D.—Cp to increase daytime power from 250 to 1 k and install new tr. Ann. Sept. 9.

KVAS Astoria, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 8.

KGRO Gresham, Ore.—Cp to increase daytime power from 250 w to 1 kw, nighttime power from 100 w to 250 w and install new trans. (1230 kc). Ann. Sept. 9.

WBBI Abingdon, Va.—Cp to increase daytime power from 250 to 1 kw and install new trans. (1230 kc) Ann. Sept. 14.

New Fm Stations

ACTIONS BY FCC

Phoenix, Ariz.—E. Edward Jacobson. Granted 103.5 mc, 25 kw. P.O. address 6907 Melrose Ave., Los Anegles, Calif. Estimated construction cost $30,000, first year operating cost $8,400, revenue $9,600. Applicant is licensee of KJLM-FM San Diego and KGLA-FM Los Angeles. Ann. Sept. 8.

Oceanside, Calif.—Dolph-Pettey Bcstg. Co. Granted 102.1 mc, 20 kw. P.O. address Box 779, Oceanside, Calif. Estimated construction cost $18,732, first year operating cost $10,000, revenue $5,000. Principals include **William B. Dolph,** 47%, **Herbert L. Pettey,** 45%, and others. Messrs. Dolph and Pettey have interest in KUDE Oceanside, Calif.; and WPEO Peoria, Ill. Mr. Dolph also has interest in KJBS San Francisco, Calif. Ann. Sept. 8.

***San Mateo, Calif.—San Mateo Junior College.** Granted 90.9 mc, .273 kw. P.O. address Peninsula and Delaware, San Mateo, Calif. Estimated construction cost $37,000, first year operating cost $5,000. Non-commercial, educational. Ann. Sept. 8.

Fort Pierce, Fla.—South Jersey Bcstg. Co. Granted 98.7 mc, 1.3 kw, P.O. address 2775 Mt. Ephriam Ave., Camden 4, N.J. Estimated construction cost $2,500, first year operating cost $5,000, revenue $5,000. Applicant is licensee of WARN Ft. Pierce. Applicant fm will duplicate am programming. Ann. Sept. 8.

Marietta, Ga.—Kenco Bcstg. Co. Granted 96.1 mc, 6.4 kw. P.O. address 1396 Oak Grove Drive, Decatur, Ga. Estimated construction cost $24,936, first year operating cost $28,140, revenue $45,500. Principals include **Donald Kennedy, A. Gordon Swan, James B. Lathom,** 18.458% each, and others. Messrs. Kennedy and Swan are employes of WSB-TV Atlanta. Mr. Lathom is in steel specialties. Conditioned that prior to program tests Messrs. Swann & Swan divest themselves of any connections with WSB-TV. Ann. Sept. 8.

Lewiston, Idaho—Lewis Clark Bcstg. Co. Granted 96.7 mc, 900 w. P.O. address % Eugene A. Hamblin, Box 673, Lewiston, Idaho. Estimated construction cost $6,150, first year operating cost $4,800, revenue $6,000. Principals include **John H. Matlock,** 60%, and **Eugene A. Hamblin,** 40%, owners of KOZE Lewiston, and KLER Orofino, both Idaho. Ann. Sept. 8.

Elkhart, Ind.—Clarence C. Moore. Granted 104.7 mc, 8.2 kw P.O. address Box 261, Elkhart, Ind. Estimated construction cost $4,100, first year operating cost $24,000, revenue $30,000. Applicant is owner of WCMR Elkhart. Applicant fm will duplicate some am programming. Ann. Sept. 8.

Seymour, Ind.—Dr. Azra Baker. Granted 93.7 mc, 5.6 kw, P.O. address P.O. Box 43,

Equipping a Radio Station?

BK-6B

Miniature Microphone

only $82.50

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 9/16" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. LC-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

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RCA

WJCD Seymour, Ind. Estimated construction cost $10,405, first year operating cost $10,000, revenue $25,000. Applicant is owner of WJCD Seymour. Applicant fm will duplicate am programming. Ann. Sept. 8.

***Pella, Iowa—Central U. of Iowa.** Granted 89.1 mc, 10 w. P.O. address 814 Peace, Pella, Iowa. Estimated construction cost $3,592, first year operating cost $1,000. Non-commercial, educational. Ann. Sept. 8.

Salina, Kan.—Salina FM Inc. Granted 99.9 mc, 3.6 kw, P.O. address United Building, Suite 1012, Salina, Kan. Estimated construction cost $10,030, first year operating cost $32,295, revenue $45,427. Salina FM Inc. is group headed by **Max S. Lake**, president, none of whom hold broadcast interests. Ann. Sept. 8.

Lynn, Mass.—Harvey Sheldon. Granted 105.3 mc, 1.05 kw. P.O. address 441 Farmington Ave., Hartford, Conn. Estimated construction cost $23,200, first year operating cost $18,450, revenue $24,000. Applicant is employe of WMAS Springfield, Mass. Ann. Sept. 8.

Crestwood, Mo.—Rudolph E. Ceries. Granted 94.7 mc, 7.7 kw. P.O. address 1035 Westglen Dr., Crestwood, St. Louis 26, Mo. Estimated construction cost $23,758, first year operating cost $28,010, revenue $31,250. Applicant is employe of KSD-AM-TV St. Louis, Mo. Ann. Sept. 8.

Joplin, Mo.—William B. Neal. Granted 92.5 mc; 3.6 kw P.O. address 1621 Main St., Joplin, Mo. Estimated construction cost $20,913, first year operating cost $18,000, revenue $22,000. Applicant is in frozen foods, has applicantion pending for am in Joplin. Ann. Sept. 8.

Kansas City, Mo.—Walter D. Caldwell. Granted 99.7 mc, 1.95 kw. P.O. address 408 Amarillo Bldg., Amarillo, Tex. Estimated construction cost $18,739, first year operating cost $36,000, revenue $45,000. Applicant is independent gas and oil operator. Ann. Sept. 8.

Scottsbluff, Neb.—Platte Valley Bcstg. Corp. Granted 94.1 mc, 5.6 kw. P.O. address Box 2, Scottsbluff, Neb. Estimated construction cost $13,798, first year operating cost $10,000, revenue $10,000. Applicant fm will duplicate programs of KNEB Scottsbluff. Ann. Sept. 8.

Celina, Ohio—Celina Bcstg. Bcstg. Co. Granted 94.3 mc, 740 w. P.O. address 126 W. Fayette St., Celina, Ohio. Estimated construction cost $10,210, first year operating cost $6,000, revenue $8,000. Principals include **Elmer E. Schweizer, Frank J. Hawkins** and **J.P. Moore**, 33⅓% each. Mr. Schweizer owns retail music store. Mr. Hawkins is in chemical manufacture. Mr. Moore is teacher. Ann. Sept. 8.

Columbus-Worthington, Ohio — Peoples Bcstg. Corp. Granted 97.9 mc, 185 kw. P.O. address WRFD, Box 26, Worthington, Ohio. Estimated construction cost $57,330; first year operating cost $30,633, revenue $15,000. Applicant fm will duplicate programming of WRFD Columbus-Worthington. Ann. Sept. 8.

Laurens-Clinton, S.C. — Laurens-Clinton Bcstg. Co. Granted 100.5 mc, 3.5 kw. P.O. address Box 642, Laurens, S.C. Estimated construction cost $7,500, first year operating cost $5,000, revenue $5,000. Applicant fm will duplicate some programming of WLBG Laurens, S.C. Ann. Sept. 8.

Marion, Va.—Mountain Empire Bcstg. Corp. Granted 93.9 mc, 3.7 kw P.O. address Park Blvd., Box 470, Marion, Va. Estimated construction cost $22,661, first year operating cost $6,000, revenue $6,000. Principals include **Pauline Collins**, 28.57%, **Robert C. Wolfenden**, 18%, **Leon D. BeVille**, 14.57%, and others. Applicant is licensee of WMEV Marion, Va. Ann. Sept. 8.

Shorewood, Wis.—Great Lakes Bcstg. Corp. Granted 100.1 mc 800 w. P.O. address 3514 N. Oakland Ave., Milwaukee, Wis. Estimated construction cost $14,170, first year operating cost $36,000, revenue $42,000. Principals include **Harvey J. Kitz** and **Harold R. Murphy**, equal partners. Mr. Kitz is in printing. Mr. Murphy has interests in WIGM Medford, and WDUZ Green Bay, both Wisconsin. Ann. Sept. 18.

APPLICATIONS

***New Concord, Ohio—Muskingum College,** 88.1 mc, 7.15 w. Estimated construction cost $4,665, first year operating cost $1,000. Ann. Sept. 14.

Dallas, Tex.—Radio Station KBOX, 100.3 mc, 7.8 kw. P.O. address H. & E. Balaban Corp., 190 N. State St., Chicago 1, Ill. Estimated construction cost $15,255, first year operating cost $20,000, revenue $25,000. Radio Station KBOX is joint venture, owned by H. & E. Balaban Corp. Balaban stations are KBOX Dallas; WIL St. Louis, WRIT Milwaukee. Ann. Sept. 13.

Fort Worth, Tex.—Trinity Bcstg. Co., 99.9 mc, 2.89 kw. P.O. address Box 7321, Fort Worth. Estimated construction cost $10,674, first year operating cost $7,076, revenue $7,500. Principals are **William D. Schueler, Paul E. Taft, F. Kirk Johnson, James W. Stewart** and **Houston Bcstg. Corp.** (20% each). Trinity is licensee of **KJIM Fort Worth.** Houston Bcstg. Corp. owns 50% of **KRIG Odessa, Tex.** Messrs. Schueler, Johnson, Taft and Stewart have interests in KJEM Oklahoma City, Okla. Mr. Stewart is motion picture actor. Ann. Sept. 14.

Stevens Point, Wis.—Stevens Point Bcstg. Co. 97.9 mc; 15 kw. P.O. address 414 Main St. Estimated construction cost $23,716.77, first year operating cost $15,000, revenue $18,000. Applicant is licensee of **WSPT Stevens Point.** Ann. Sept. 8.

Ownership Changes

ACTIONS BY FCC

WYDE Birmingham, Ala.—Granted assignment of license to **WYDE, Inc. (Ira Herbert,** president); consideration $525,000 including $80,000 for agreement not to compete within 50 miles for 5 years. Comr. Bartley dissented. Ann. Sept. 14.

WJRD Tuscaloosa, Ala.—Granted assignment of license to **John C. Cooper, Jr.**; consideration $205,000. Ann. Sept. 14.

KEOS Flagstaff, Ariz.—Granted assignment of license to **Clem Radio Bcstg. Inc. (Claud M. Pettit,** president); consideration $45,000. Ann. Sept. 14.

KTVE (TV) El Dorado, Ark.—Granted transfer of control from **William H. Simons** to **Veterans Bcstg. Inc.** (now 48.9% owner); involves issuance of 217 additional shares to Veterans at $1,000 per share, after which Veterans will own 80.6%. Veterans is licensee of **WVET-AM-TV** Rochester, N. Y. Ann. Sept. 8.

KRKS Ridgecrest, Calif.—Granted (1) renewal of license and (2) transfer of negative control by **Leland J. Gillettee** and **Kenneth F. Nelson** acquiring remaining 20% of stock from **Frank L. Carlson** for cancellation of $2,700 indebtedness. Ann. Sept. 8.

WPCT Putnam, Conn.—Granted assignment of license to **Herbert C. Rice** (WILI Willimantic); consideration $100,000. Comr. Bartley dissented. Ann. Sept. 14.

WZFM (FM) Jacksonville, Fla.—Granted assignment of license to **WZFM, Inc.**; consideration $10 plus cancellation of $110,000 note to company which **Carmen Macri,** sole owner of assignee corporation also owns Macri operates WZOK, Jacksonville. Ann. Sept. 8.

WAKE Atlanta, Ga.—Granted assignment of license and cp to **WAKE, Inc. (Ira Herbert,** president); consideration $500,000 including $80,000 for agreement not to compete within 50 miles for 5 years. Comr. Bartley dissented. Ann. Sept. 14.

WQXI Atlanta, Ga.—Granted assignment of licenses to **Esquire Bcstg. Co. of Atlanta, Inc. (Esquire, Inc.,** publishers); consideration $1.6 million subject to adjustments at closing. No officers or directors of Esquire, Inc., has other broadcast interests. Comr. Bartley dissented. Ann. Sept 14.

WGML Hinesville, Ga.—Granted transfer of control from **Roscoe Denmark** to **James H. Watson;** consideration $27,220. Ann. Sept. 14.

WSFB Quitman, Ga.—Granted assignment of license to **John E. Boyd;** consideration $45,000 Ann. Sept. 14.

WTWA Thomson, Ga.—Granted transfer of control from **Frank F. Hash** to **Gene D. Harden** (present 40% owner); consideration $46,000 for additional 55.2% interest Ann. Sept. 8.

WVLD Valdosta, Ga—Granted assignment of license to **Al H. Evans;** consideration $50,000 Ann. Sept. 8.

WSAB (FM) Mt. Carmel, Ill.—Granted assignment of cp to **WSAB Inc. (Leonard M. Koger Jr., president);** consideration $14,678 for expenses; **Albert A. Barnhard** and wife to have 38% interest. Ann. Sept. 8.

WCBC Anderson, Ind.—Granted (1) transfer of control from **Paul E.** and **Jenny Billheimer** through transfer of control of parent corporation **Great Commission Schools Inc.,** to **Alfred B. Smith, Wendell Hansen** and **Loren F. Bridges** and (2) assignment of license to **Radio WBOW Inc.** (WBOW Terre Haute; **J.W. O'Connor,** president, has interest in WPFA Pensacola, Fla., WCVS Springfield, Ill., and KLEE Ottumwa, Iowa); consideration $185,000. Comr. Bartley dissented; Comr. King not participating. Ann. Sept. 8.

WACE Chicopee, Mass.—Granted (1) transfer of control and (2) assignment of licenses to **Commonwealth Bcstg. Corp.;** consideration $250,000. **Paul Smullen,** transferee president, and 10 other stockholders have interest in WEOK Poughkeepsie, N.Y. Ann. Sept. 8.

WMAX-AM-FM Grand Rapids, Mich.—Granted assignment of am license and fm cp to **Atlas Bcstg. Co. (Theodore J. Peters,** presdent); stock transaction. Comr. Lee dissented. Ann. Sept. 14.

WJXN Jackson, Miss.—Granted transfer of negative control (50%) from **James T. Ownby** to **Elva I. Ownby** as part of property settlement. Ann. Sept. 8.

KONE Reno, Nev.—Granted assignment of license to **Radio K-One Inc.; Dr. Leland J. Fuller** (75% interest in KPLI-FM Riverside, Calif.) to buy 50% interest for $10,000 and other considerations. Ann. Sept. 8.

KTNM Tucumcari, N.M.—Granted assignment of license from **Howard L. Maudlin** et al. to **Robert D.** and **Hoyt Houck,** d/b as **Tucumcari Bcstg. Co.;** consideration $88,650. Ann. Sept. 8.

WHVH Henderson, N.C.—Granted assignment of licenses to **Radio Corp. (Stanley H. Fox,** president); consideration $40,000. Ann. Sept. 14.

North Carolina Electronics Inc., Raleigh, N.C.—Granted relinquishment of positive control of permittee of am station (cp granted July 13; call letters unassigned) by **John P. Gallagher** through option purchase of 50% interest by **James P. Poston** and **Frank P. Larson, Jr.** (latter has interest in WUTV-TV Charlotte). Ann. Sept. 14.

WNOB (FM) Cleveland, Ohio—Granted transfer of control to **Phillip M., Patricia A., Lawrence J.** and **Alice C. Kerwin;** consideration $20,000 for 54.4% interest. Ann. Sept. 8.

KGGG Forest Grove, Ore.—Granted transfer of control to **Percy B. Crawford;** consideration $12,000 and notes equal to difference between $53,000 and notes due transferors at time of closing. Mr. Crawford is licensee of WMUZ (FM) Detroit; WDAC (FM) Lancaster, Pa. and WYCA (FM) Hammond, Ind.; permittee of WMFP (FM) Ft. Lauderdale, Fla., and KDMI (FM) Des Moines, and president of Young Peoples Church of the Air Inc., licensee of WCPA-FM-TV Philadelphia. Comr. Lee not participating. Ann. Sept. 8.

KBUY Amarillo, Tex—Granted assignment of license to **Radio KBUY Inc.;** consideration $205,025 **Giles E. Miller,** assignee president, has interest in KOKE Austin. Comrs. Bartley and Lee dissented. Ann. Sept. 14.

KKSN Grand Prairie, Tex.—Granted assignment of licenses to **Rounsaville of Dallas Inc.;** consideration $301,000 and agreement not to compete within 50 miles for 5 years; grant is without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act; also conditioned that assignment not be consum-

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MAY, 1960

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General Manager

Adam Young, Inc.
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 14

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,462	55	81	869
FM	732	32	188	142
TV	473	60	77	119

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 14

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	37	12	49

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1960

	AM	FM	TV
Licensed (all on air)	3,455	714	471[1]
CPs on air (new stations)	36	32	63[2]
CPs not on air (new stations)	115	196	76
Total authorized stations	3,603	942	656
Applications for new stations (not in hearing)	593	72	27
Applications for new stations (in hearing)	204	36	75
Total applications for new stations	797	108	102
Applications for major changes (not in hearing)	582	29	38
Applications for major changes (in hearing)	277	10	14
Total applications for major changes	859	39	52
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

mated until Robert W. Rounsaville has disposed of his interest in WQXI Atlanta, Ga. Comr. Bartley dissented. In addition to WQXI Rousaville operates WCIN-AM-TV Cincinnati; WLOU and WTAM-TV Louisville; WATL-TV Atlanta; WTMP Tampa; WMBM South Miami; WVOL Barry Hill (Tenn.) and WYLD New Orleans. Ann. Sept. 14.

WODI Vinton, Va.—Granted assignment of cp to **Roanoke-Vinton Radio Inc.** S.L.Goodman and **Lester L. Williams**, assignor owners, will retain 49% interest and **Stuart W. Epperson** will acquire 51% for $4,700. Ann. Sept. 8.

WBOF Virginia Beach, Va.; WYFI (FM) Norfolk, Va.—Granted assignment of (1) am license and (2) fm license and cp from commonly owned assignor corporations to **Metro-WBOF Inc.**; consideration $22,000 for am facilities and $40,000 for fm station. Assignee president and sole owner is **Temple W. Seay**, Washington, D.C., lawyer. Ann. Sept. 8.

APPLICATIONS

KVOY Yuma, Ariz.—Seeks assignment of license from **KYMA—Yuma Inc.** to **Colonial Bcstg. Corp.** Liquidation of subsidiary. No change in ownership or consideration involved. Ann. Sept. 13.

KAFY Bakersfield, Calif.—Seeks assignment of license from **Tullis & Hearne** (a partnership) to **Tullis & Hearne Inc.** No ownership change or consideration involved. Ann. Sept. 9.

KROY Sacramento, Calif.—Seeks transfer of control from **John T. Carey Inc.** to **Sacramento Bcstrs. Inc.** for $427,500. Purchasers are **Lincoln and Sylvia Dellar** (50% each). Mr. Dellar formerly owned **KXOA-AM-FM Sacramento.** He and Mrs. Dellar presently own 75% of **KACY Port Hueneme, Calif.** Ann. Sept. 13.

WDCF Dade City, Fla.—Seeks assignment of license from **Stuart G. Picard** and **Thelma R. Picard** to **Pasco Bcstg. Corp.** for $70,000. Purchasers are **B.L. Boring** (47.5%); **Henry T. Ogle** (47.5%) and **Golden M. Braden** (5%). Messrs. Boring and Ogle have interest in **WKXV Knoxville, Tenn.** Mr. Braden is in wholesale furniture business. Ann. Sept. 9.

KCJC (FM) Merriam, Kan.—Seeks assignment of license from **Floyd W. Hurlbert** to **Futura Music Inc.** in exchange for real estate. Purchasers include **Forest C. Eckhoff** (20%), **C.P. Junge** (10%), **L.A. Demand** (10%), **Bud E. Wielt** (14%) and others. Mr. Eckhoff is chief engineer KCJC, Mr. Junge is lawyer, Mr. Demand is pharmacist and Mr. Wielt is airline pilot. Ann. Sept. 8.

WYNK Baton Rouge, La.—Seeks transfer of control of **Capital Bcstrs. Inc.** to **Airco Bcstg. Inc.** for $14,166. After transfer, Airco will own 70.84%, and present Capital stockholders **Walter J. Sanches** (10.41%), **Aillen Cotten** (6.25%) and **Robert S. Bolker** (12.5%) will own remainder. Owners of Airco are **Prior A. McCallum** (50%), **A. Prince Hernandez** (25%) and **W. J. Keown,** (25%). Mr. McCallum is in plumbing business, Mr. Hernandez is in ice business and Mr. Keown is in real estate. Ann. Sept. 9.

WBKH Hattiesburg, Miss.—Seeks transfer of control of 26% of **Deep South Radio Inc.** from **F.M. Smith** to Deep South Radio Inc. for $24,311. Mr. Smith's stock will be retired as treasury stock. Ann. Sept. 8.

KFEQ-AM-TV St. Joseph, Mo.—Seeks assignment of license from **KFEQ Broadcasting Co.** to **KFEQ Broadcasting Inc.** No change in ownership or consideration involved. Ann. Sept. 8.

WBTA Batavia, N.Y.—Seeks involuntary transfer of 50% of **Batavia Bcstg. Corp** from **Joseph M. Ryan,** deceased, to **Estate of Joseph M. Ryan.** No consideration involved. Ann. Sept. 13.

WHEY Millington, Tenn.—Seeks assignment of license from **WHEY Radio Service** (a partnership) to **Shelby County Bcstrs. Inc.** (a corporation). No change in ownership or consideration involved. Owners are **John Latham** and **Robert C. Whitely Jr.** Ann. Sept. 9.

WBVA (FM) Woodbridge, Va.—Seeks assignment of license from **S&W Enterprises Inc.** to **WBVA Inc.** for $60,000. Buyers are (25% each) **Howard B. Hayes** (has interest in **WPIK Alexandria, Va.**); **John C. Moran** (sales manager WPIK), and **Carl L. Lindberg** (majority owner WPIK and **WOKO Albany, N.Y.**). S&W will retain 24% interest in WBVA Inc. Ann. Sept. 8.

KPKW Pasco, Wash.—Seeks assignment of license from **Robin Hill** to **Century Bcstg. Corp.** for $3,000 and assumption of liabilities of seller of over $25,000. Purchasers are **Angus W. Lehnhoff, Reuel T. Ramquist** and **Thomas P. Brooks** (16⅔%). Messrs. Stacey and Lehnhoff own **KAGT Anacortes, Wash.** Remaining stockholders are medical doctors. Ann. Sept. 13.

Hearing Cases

Commission granted request of L.B. Wilson Inc., for 90 days temporary authority to construct a tv station (WLBW-TV) to operate on ch. 10 in Miami, Fla., with ERP 316 kw vis. and 158 kw aur., ant. height 520 ft., with waiver of Sec. 3.610 to permit a 9/10 mile separation shortage. Authorization is for construction of station only; further authorization will be required before operation may be commenced.

In so doing, commission, by memoran-

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dum opinion and order, denied (1) objection by Assn. of Maximum Service Telecasters to mileage separation waiver, and (2) request by Public Service Television, Inc. (now operating WPST-TV on ch. 10 in Miami until Sept. 30), to withhold action in light of latter's pending motion in U.S. Court of Appeals and petition for stay before commission, both relating to commission's July 14 decision in Miami ch. 10 proceeding in Dockets 9321 et al. Commission deems it essential to public interest to permit L.B. Wilson Inc., to commence construction immediately and complete it as soon as possible, so that in event Public Service does not prevail in its pleadings, continuity of tv services to Miami area on ch. 10 will not be interrupted.

Comr. Lee dissented; Comr. King not participating. Ann. Sept. 8.

FINAL DECISIONS

■ By order, commission made effective immediately July 27 initial decision, with modification, and granted applications of (1) Eastern States Bcstg. Corp. to change frequency of WSNJ-FM, Bridgeton, N.J., from 98.9 mc to 107.7 mc and increase ERP from 9 kw to 15.2 kw (2) Bulletin Co. for new fm station to operate on 98.9 mc ERP 4.60 kw and ant. height 840 ft., in Philadelphia, Pa., conditioned that program tests not be authorized until WSNJ-FM begins program tests on 107.7 mc and license to Bulletin not be issued until WSNJ-FM is licensed on 107.7 mc and (3) Pillar of Fire Inc., to increase radiated power of WAWZ-FM, Zarephath, N.J., from 4.8 kw to 20 kw, operating on 99.1 mc, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act. Comr. Hyde dissented to condition attached to WAWZ-FM; Comr. King dissented to order, with statement. Ann. Sept. 14.

■ By decision, commission granted application of KVFC Inc., to change operation of KVFC Cortez, Colo., from 1 kw, D, to 250 w-N, 1 kw-LS, DA-N, continuing operation on 740 kc Feb. 1 initial decision looked toward this action. Ann. Sept. 14.

■ By memorandum opinion and order, commission, on petition by United Bcstg. Co., reconsidered and granted without hearing its application to change transmitter site of KEEN-FM San Jose, Calif., increase ERP from 3 kw to 16.23 kw and increase ant. height from minus 150 ft. to 2,582 ft. Ann. Sept. 14.

■ By memorandum opinion and order, commission, on joint petition by WORD Inc., and KTM Bcstg. Co., made effective immediately July 5 initial decision insofar as granting application to increase daytime power of station WORD Spartanburg, S.C., from 1 kw to 5 kw, DA, continuing operation on 910 kc, 1 kw-N, without change of DA, and application of KTM Bcstg. Co. for new station in North Charleston, S.C., to operate on 910 kc, 500 w, D, conditioned that KTM accept any objectionable interference which may be caused to its operation if grant is made of application of WJIV Inc., to increase power of WJIV Savannah, Ga., from 1 kw to 5 kw, continuing operation on 900 kc, D, which is still in hearing status. July 5 initial decision looked toward denying WJIV application. Ann. Sept. 14.

STAFF INSTRUCTIONS

Commission on Sept. 14 directed preparation of document looking toward (1) granting application of Macon County Bcstg. Co. for new am station to operate on 1050 kc, 250 w, D, in Montezuma, Ga., and (2) retaining in hearing status without action application of Garden City Bcstg., Inc., to increase power of station WAUG Augusta, Ga., from 1 kw to 5 kw, continuing operation on 1050 kc, D. An April 1 initial decision looked toward granting both applications conditioned that WAUG application be retained in hearing status and held in pending file without final action pursuant to commission's public notice of June 18, 1957, pending ratification and entry into force of agreement between United States and Mexico with respect to operation on Mexican clear channels with 5 kw power during daytime hours.

Commission on Sept. 12 directed preparation of document looking toward granting applications of Suburbanaire Inc., for new am station to operate on 1590 kc, 1 kw, D, DA, in West Allis, Wis., and Watertown Radio Inc., to increase power of station WTTN Watertown, Wis., from 250 w to 1 kw, continuing operation on 1580 kc, D. A March 15 initial decision looked toward this action.

Commission on Sept. 12 directed preparation of document looking toward granting application of Island Teleradio Service Inc., for new am station to operate on 1000 kc, 1 kw, U, in Charlotte Amalie, St. Thomas, Virgin Islands, and denying application of WPRA Inc., to move facilities of station WPRA (990 kc) from Mayaguez, P.R., to Guaynabo, P.R., and change from 10 kw, DA-1, U, to 1 kw-N, 10 kw-LS. A Feb. 26 initial decision looked toward this action.

■ Commission on Sept. 7 directed preparation of document looking toward denying petition by WJMJ Bcstg. Corp. for reconsideration of May 11 decision which granted appplication of Young People's Church of the Air Inc., for new Class B fm station to operate on 104.5 mc in Philadelphia, Pa., and which denied competing application of WJMJ.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Judge Horace Stern, as special hearing examiner, issued his initial decision in Miami ch. 7 television proceeding (Dockets 10854 et al) which was reopened by commission, on its own motion, on April 3, 1959, to consider certain issues in the record of hearings before Legislative Oversight Subcommittee of House Interstate and Foreign Commerce Committee which referred to possible ex parte representations made during the course of original Miami ch. 7 proceeding.

Special examiner's initial decision looks toward revoking and setting aside commission's January 18, 1956 grant of construction permit for ch. 7 to Biscayne Television Corp. (WCKT), with further proceedings to be held by commission.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Canandaigua Bcstg. Inc., for new am station to operate on 1550 kc, 250 w, D, in Canandaigua, N.Y. Ann. Sept. 14.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of South Florida Amusement Co. for new tv station to operate on ch. 6 in Perrine, Fla., and denying competing applications of Publix Television Corp. and Coral Television Corp. for similar facilities in Perrine and South Miami, respectively. Ann. Sept. 12.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward (1) granting application of Kentuckiana Television Inc., for new tv station to operate on ch. 51 in Louisville, Ky., and (2) dismissing without prejudice competing application of United Electronics Labs. Inc. Applicants consolidated their interests. Ann. Sept. 8.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of High Fidelity Stations Inc., to change facilities of KPAP Redding, Calif., from 1270 kc, 1 kw-D, to 1330 kc, 5 kw-D. Ann. Sept. 9.

OTHER ACTIONS

■ By letters, commission is advising Wireline Radio Inc. (WITT), Lewisburg, Pa., and Central Pennsylvania Bcstg. Co. (WKVA) Lewistown, Pa. that their applications for renewal of license indicate necessity of hearings on unresolved issue of relinquishment of control of WITT to Central Pennsylvania Bcstg. Co., which was subject of 309(b) letter in connection with application for transfer of control (since dismissed) of WITT to Central Pennsylvania. Ann. Sept. 8.

■ By memorandum opinion and order, commission (1) denied petitions for reconsideration by Fort Myers Bcstg. Co. (WINK), Fort Myers, Fla., directed against Sept. 23, 1959 action dismissing its application for increase in daytime power; by Indian River Bcstg. Co. (WIRA), Fort Pierce, Fla., directed against July 29 action denying its request for waiver of Sections 3.21(c) and 3.28 (b) of rules, and dismissing its application for increase in daytime power; and by Tropics Inc. (WTTB), Vero Beach, Fla., directed against Sept. 2 action returning its application for increase in daytime power; and (2) dismissed as moot WINK's petition for reconsideration and/or modification of March 30 order designating for consolidated hearing application of WTTT Inc., and others, Dockets 13448 et al. These applications conflict with commission rules, NARBA provisions and United States-Cuba arrangement. Ann. Sept. 8.

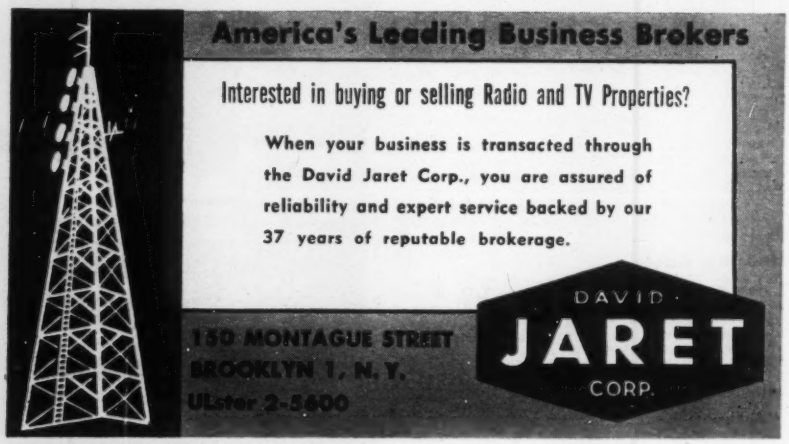
■ By memorandum opinion and order, commission denied petitions by Monocacy Bcstg. Co., Gettysburg, Pa., and Price Bcstrs. Inc., Frederick, Md., for reconsideration of March 25 decision which granted application of Times and News Publishing Co. to facilities of WGET Gettysburg, Pa., from 1450 kc, 250 w, U, to 1320 kc, 500 w-N, 1 kw-LS, DA-2, and which denied applications of Monocacy and Price seeking new stations on 1320 kc in Gettysburg and Frederick, respectively. Comrs. Craven and Cross dissented and voted to grant Price petition; Comr. King not participating. Ann. Sept. 14.

■ By order, commission granted petition by Broadcast Bureau for acceptance of late filings of exceptions to initial decision on am applications of Garden City Bcstg. Inc. (WAUG), Augusta, Ga., and Macon County Bcstg. Co., Montezuma, Ga. Ann. Sept. 14.

■ By order, commission, on petition by Donze Enterprises Inc., severed from consolidated proceeding in Dockets 12264 et al. and retained its application to move KSGM (960 kc, 500 w, U, DA-N) from St. Genevieve, Mo., to Chester, Ill., in hearing status on issues applicable to it. Ann. Sept. 14.

■ By memorandum opinion and order, commission denied motion by WHDH Inc. (WHDH-TV ch. 5), Boston, Mass., for stay of July 14 decision in Boston ch. 5 proceeding pending disposition of petition by WHDH for rehearing. Comr. Lee dissented with statement; Comrs. Craven and King not participating. July 14 decision vacated April 24, 1957 grant to WHDH Inc., to operate on that channel, ordered further comparative evaluation of all applicants (Greater Boston Television Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Laboratories Inc., in addition to WHDH Inc.), with filing of briefs and subsequent oral argument before commission en banc and, meanwhile, allowed WHDH-TV to continue its present ch. 5 operation under special temporary authority. Ann. Sept. 14.

■ By memorandum opinion and order, commission denied petition by Public Service Television Inc. (WPST-TV ch. 10), Miami, Fla., for stay of July 14 decision in Miami ch. 10 proceeding pending action by Court of Appeals of Public Service motion to vacate commission's July 14 action with respect to Public Service. Comr. Lee dissented, with statement; Comrs. Craven and King not participating. July 14 decision disqualified all applicants except L.B. Wilson Inc., set aside Feb. 7, 1957 grant to Public Service and granted Wilson application to extent of building and operating on that channel for period of four months after construction. In addition to Public Service and Wilson, the Miami ch. 10 proceeding involves applications by WKAT Inc. and North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Phone TRowbridge 6-2810

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RE 7-0458

Dade Video Inc. Ann. Sept. 14.

■ By memorandum opinion and order, commission denied motion by Sangamon Valley Television Corp. for stay of Sept. 12 oral argument in Terre Haute, Ind., tv ch. 2 comparative proceeding, until such time as commission takes final action with respect to ultimate allocation of ch. 2. Comr. King not participating. Ann. Sept. 8.

■ Commission scheduled following proceedings for oral arguments on Oct. 13.

Entertainment and Amusements of Ohio, Inc., Solvay, N.Y., and WMBO, Inc. (WMBO), Auburn, N.Y.; Patterson Shrimp Co., Inc., Patterson, La.; Herbert T. Graham and Triad Television Corp., Lansing, Mich.; Cal-Coast Bcstrs, Santa Maria, Calif.; and James J. Williams, Williamsburg, Va.

Commission scheduled following proceeding for oral argument on Oct. 14:

Springfield, Ill., ch. 2 deintermixture rule-making.

Routine Roundup

INTERIM REPORTS REQUESTED ON CLEARANCE OF NETWORK POLITICAL BROADCAST PROGRAMS

■ Commission has asked national radio and tv networks for interim reports during election campaign (September 1—November 8, 1960) on station clearances of individual network programs on which presidential and vice-presidential candidates appear. These reports will enable commission to compile and analyze information as campaign progresses and to report to Congress as soon as possible after close of campaign.

Radio and tv stations affiliated with national networks (ABC, CBS, MBS, NBC) are requested to report promptly to networks information on their clearances of programs on which presidential and vice-presidential candidates appear. This will enable networks to forward requested reports promptly to commission. Ann. Sept. 8.

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Riverside Church in City of New York, N.Y., and extended to Sept. 12 time to file responsive pleadings to petition for reargument and petition for rehearing in proceeding on its fm application, et al. Action Sept. 8.

■ Granted petition by Ulster County Bcstg. Co., Ellenville, N.Y., and extended to Sept. 15 time to respond to Broadcast Bureau's petition to set aside initial decision and to consolidate applications in hearing in proceeding on its am application, et al. Action Sept. 8.

■ Granted petition by Broadcast Bureau and extended to Sept. 16 time to file responses to petition to enlarge issues by Donald M. Donze, Festus, Mo., applicant in am consolidated proceeding. Action Sept. 8.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau to change place of hearing from Washington, D.C., to Phoenix, Ariz., in proceeding on am and fm applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all Arizona. Action Sept. 8.

■ Scheduled oral argument for 9 a.m., Sept. 13 on petition by Pioneer Bcstg. Co. (KNOW), Austin, Tex., for reconsideration of Aug. 5 action dismissing its am application with prejudice. Action Sept. 8.

■ Denied petition by WENT Bcstg. Corp. for leave to submit further pleading or supplement in support of its pending petition for reconsideration and reiteration that applicant's qualifications, in addition to financial, be made an issue in hearing in proceeding on am application of Martin Karig, Johnstown, N.Y. Action Sept. 7.

By Hearing Examiner Thomas H. Donahue

■ Issued memorandum of ruling formalizing oral ruling made on record July 13 holding Southland Communications Co., Anaheim, Calif., in default (page 2, Initial Decision, FCC 60D-106) in proceeding on am application of Robert Burdette & Assoc. Inc., West Covina, Calif. Action Sept. 7.

■ On own motion, continued Sept. 8 hearing to Nov. 8, without prejudice to parties seeking additional extension if one granted does not permit commission action on their petitions for severance and grant in proceeding on am applications of Shenandoah Life Stations Inc. (WSLS), Roanoke and Edwin R. Fischer, Winchester, both Virginia. Action Sept. 7.

By Hearing Examiner Charles J. Frederick

■ Pursuant to Sept. 7 prehearing conference, scheduled further prehearing conference for Oct. 3 and postponed Sept. 30 hearing to date to be subsequently determined in proceeding on am applications of William R. Packham, Hendersonville, N.C., and Radio Station WPCC Inc. (WPCC), Clinton, S.C. Action Sept. 7.

■ Granted request by WWDC Inc., party respondent, to correct transcript of hearing in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al. Action Sept. 7.

■ Pursuant to agreements reached at Sept. 8 prehearing conference, scheduled certain procedural dates in Salem, Ore., tv ch. 3 proceeding; Oct. 19 hearing continued to Dec. 12. Action Sept. 8.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Metropolitan Bcstg. Corp., Wilmington, Del., for leave to amend its application to supply additional financial data in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 6.

■ Granted joint motion by Dixie Bcstg. Co. (WCCP), Savannah, Ga., and WMFJ Inc. (WMFJ), Daytona Beach, Fla., and extended from Sept. 9 to Oct. 10 time for filing proposed findings and conclusions and from Sept. 21 to Oct. 21 to file replies in proceeding on their am applications, et al. Action Sept. 6.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for 9 a.m., Sept. 21, in proceeding on am applications of Radio Station WHCC (WHCC), Waynesville, N.C., and Aluminum Cities Bcstg. Co. (WGAP), Maryville, Tenn. Action Sept. 7.

■ On own motion, scheduled prehearing conference for Sept. 21 in proceeding on fm application of Calojay Enterprises Inc., Indianapolis, Ind. Action Sept. 7.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau and extended from Sept. 20 to Sept. 26 time for filing proposed findings of fact and conclusions in proceeding on am application of Martin Karig, Johnstown, N.Y.; replies to be filed before Oct. 10 in lieu of Oct. 3. Action Sept. 8.

■ On own motion, continued Sept. 12 hearing to Oct. 10 in proceeding on am applications of Zephyr Bcstg. Corp., Zephyrhills and Myron A. Reck (WTRR), Sanford, both Florida. Action Sept. 9.

By Hearing Examiner David I. Kraushaar

■ Denied motion by Metropolitan Bcstg. Corp. to correct transcript of hearing in regard to corrections suggested at page 149 and granted in all other respects in proceeding on fm application of Suburban Bcstrs., Elizabeth, N.J. Action Sept. 7.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued without date Sept. 19 hearing in proceeding on am and fm applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all Arizona. Action Sept. 8.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for Sept. 12 at 2 p.m., in proceeding on am applications of Wilmer E. Huffman, Pratt, Kan., et al. Action Sept. 7.

■ Upon request by Hirsch Bcstg. Co. (KFBS), Cape Girardeau, Mo., and without objection by other parties, extended from Sept. 9 to Oct. 17 date for furnishing engineering exhibits by Hirsch in proceeding on its am application, et al.; Sept 19 hearing continued to Oct. 25. Action Sept. 8.

■ Upon request of applicants and without objection by other parties, extended from Sept. 12 to Oct. 12 time for filing initial proposed findings of fact and conclusions and from Sept 26 to Oct. 26 for replies in proceeding on application of WJPB-TV Inc., permittee of WJPB-TV, ch. 5, Weston, W.Va., for relinquishment of positive control of WJPB-TV Inc. by J.P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Sept. 8.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Sept. 6 hearing continued hearing to Oct. 10 in proceeding on am applications of James E. Walley, Oroville, Calif., Group 1. Action Sept. 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 9

KAKE Wichita, Kan.—Granted assignment of licenses to KAKE-TV and Radio Inc. (BAL-3985, BALRE-681).

WCTW New Castle, Ind.—Granted mod. of cp to move ant.-trans. site, make changes in ant. system (increase height, mount fm

Continued on page 117

FM transmitters are another big seller in the Collins line of superior broadcast equipment. More than 50% of all FM transmitters sold in the past year were sold by Collins. One reason is that Collins transmitters are pre-tuned and custom-tested on your frequency prior to delivery.

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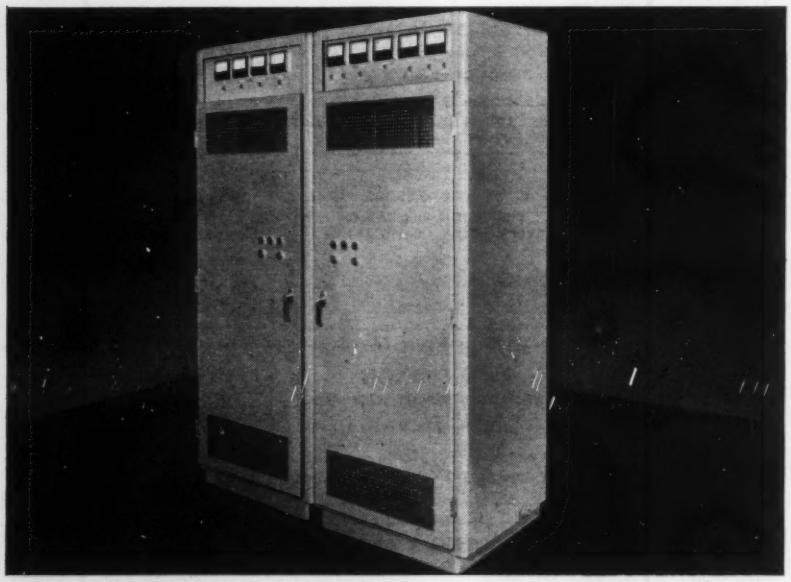

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

California station with terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter. Write Box 780B, BROADCASTING.

California 5,000 watt station in medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required. Write Box 781B, BROADCASTING.

Ohio single station market daytimer needs station manager experienced in full operation of small market station. Box 872B, BROADCASTING.

Single market west Texas station needs experienced commercial manager. Good chance for further advancement. Some announcing helpful but not absolutely necessary. Box 149C, BROADCASTING.

Illinois stations (large and small) looking for a manager and a sales manager. Excellent salary and bonus arrangement . . . chance to own stock. Highly desirable jobs for right men. Box 229C, BROADCASTING.

Sales manager wanted who can really direct a sales force in midwest city of 200,000. We want a man who wants to be a general manager in two years—a man who can sell also. Salary and bonus, plus stock arrangement. Box 230C, BROADCASTING.

See media broker opportunity under "Radio-help wanted-sales" this issue.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Sales

Newark, New Jersey—Top independent, top money and future for salesman who loves to sell, multiple chain, send resume Box 929B, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. Texas. Box 178C, BROADCASTING.

Opportunity for announcer who wishes to step into sales under aggressive sales management with future. Must have am broadcasting background. Position in sales only. No board work. Write Box 179C, BROADCASTING.

Salesman with experience and ideas wanted for top station in market Florida east coast. Write Box 199C, BROADCASTING.

Salesman announcer— expanding southern California am, fm station needs nite fm announcer, with first class radio telephone license. $300 per month plus 20% all sales. Send resume, tape, picture. Box 201C, BROADCASTING.

Pacific northwest, expanding multi-ownership need: 1 proven salesman, management potential; 1 production man-announcer; 1 chief engineer-announcer. Wonderful opportunity. Rush complete details. Box 240C, BROADCASTING.

Help Wanted—(Cont'd)

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifters or drinkers, family man preferred. Give full details in letter to Box 866, Dallas.

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Have immediate opening for experienced salesman in progressive single station west Texas market. Contact Clint Formby, KPAN, Hereford, Texas.

Wanted fm radio salesman. WGH-FM, going soon to 100 kw in the Norfolk-Newport News, Virginia market, has opening for aggressive fm-minded salesman. Good salary plus commission on all sales. Knowledge of fm programming essential. Personal interview desirable. Write or call Ambert Dail, Sales Manager, WGH Radio, Newport News, Virginia.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

FM station man experienced in sales and some board work, excellent opportunity. WRVB-FM, Madison 1, Wisconsin.

Growing media brokerage firm needs additional associates/representatives in New York-Washington and midwest areas. We will either franchise a territory to an associate (straight commission) or hire a representative on fixed salary, expenses and bonuses. Requirements are #1. Old enough for maturity in judgment, young enough to be an eager learner (generally early 30's to early 40's). #2. Face to face selling experience. #3. Working knowledge of one or more media fields. #4. Character that will stand thorough investigation. Interviews Washington, New York, Chicago, San Francisco, Atlanta. Contact Paul Chapman, 1182 W. Peachtree St., Atlanta 9, Ga.

Salesman for dynamic 5 kw in metropolitan market of 300,000. Excellent earning potential. Send resume to Jay Elson, P.O. Box 511, Port Arthur, Texas.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Announcers

Step up! Punch and push personality for top-rated, 24-hour 5 kw in booming eastern market. 35 hour week. Start $105.00. First phone preferred, will consider all others. Send tape, picture, detail. Permanent. Box 994B, BROADCASTING.

Now hiring—3 swinging, selling dj's for tight production, quality music format. Virginia fulltimer. Send tape, resume and photo first letter. Box 107C, BROADCASTING.

Near New York City 4th largest market in U.S. Need two top-notch dj's. Must have knowledge of board and tight production. Adult station, no top 40. Good opportunity for right man. Box 123C, BROADCASTING.

Midwest radio-tv combination will have opening for bright, fast dj also capable of doing quality tv commercials. Send tape, picture and resume Box 137C, BROADCASTING.

Increasing staff. Mature voice. News and good music. Excellent New Mexico community. Our staff knows of this ad. Air mail Box 147C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Need experienced announcer for west Texas daytimer with news experience. Send tape and references first letter to Box 150C, BROADCASTING.

Announcer with first phone. We need and are prepared to pay for experienced man. Northwest kilowatt that programs middle of the road. We move our good men up. If you qualify rush tape, resume. Box 172C, BROADCASTING.

Immediate opening—metropolitan market, personality. Send tape, resume. Box 187C, BROADCASTING.

Announcers, first phone, for new daytimer under construction. Send tape, photo, complete resume, and expected starting salary. Box 194C, BROADCASTING.

Midwest station—livewire 24 hours need a crack newsman, alive, alert, creative, interested in staying in one city, working for a good organization. Box 203C, BROADCASTING.

New Mexico—opportunity to right man. Near National Parks, Arizona, Colorado. Good starting pay. Increase, 6 months to one year. Announcing primary. Paid vacation, hospitalization insurance. Full particulars first letter. Audition tape. Box 210C, BROADCASTING.

DJ'S—fast growing group has openings in top ten and top thirty market for top flight, modern radio talent. Base salary range $7000 to $11,000 to start. Your ability sets the price. Plenty of extra cash available from hops and appearances. Ideal hours. Send tape and resume now to Box 235C, BROADCASTING.

Salesman . . . experienced . . . must know announcing, copy, and good radio. 1 station market, Pennsylvania. Box 177C, BROADCASTING.

Boston requires swinging dj. Top 40 personality. Enthusiasm, brilliance, brains. Tape, resume. Box 255C, BROADCASTING.

Program director and swinging dj. Top 40, high Pulse rated. N.E. metro market. Immediate opening. Tape and references. Box 256C, BROADCASTING.

Immediate opening: Experienced, mature announcer with voice to match, to provide part of our Pleasant Sound. Stable midwestern market. Good salary, benefits, working conditions. Send tape, resume, photo to Box 262C, BROADCASTING.

Experienced staff announcer—dj. Tight production for adult music station. Opening October 1st. Send tape, picture, resume and salary requirements to Program Director, KGFW, Kearney, Nebraska.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Staff announcer; play-by-play experience desirable. Middle of road music but tight operation. KWHW, Altus, Oklahoma.

Announcer-first phone for multiple station operation with excellent chance for advancement and extra benefits. Send resume and tape to WALM, Albion, Michigan.

Staff announcer, experienced, tight production, stable. Send tape, resume, salary requirements and references. WASA, Havre de Grace, Maryland.

Announcer. Must be experienced for well established small market station near Philadelphia. General staff and board work in good music and news operation. Good salary with profit sharing plan. WCOJ, Coatesville, Pennsylvania.

Help Wanted—(Cont'd)

Announcers

Wanted, experienced morning man for metro good music-news operation. Send tape and references to WIBX, Utica, New York.

Two announcers needed immediately. Starting salary range from $60 to $85 weekly depending on ability, experience and whether qualified for morning or afternoon shift. Opportunity for advancement at this station or other company stations, which is reason for openings. Send tape, references and complete experience in first correspondence to William Wynn, Program Director, WLSV, Wellsville, N.Y.

Announcer-salesman combination. Three hours daily plus guarantee on commissions. WNCO, Ashland, Ohio.

FM station, man must have sales experience, real opportunity. WRVB-FM, Madison 1, Wisconsin.

WSMI, Litchfield, Illinois has opening for experienced, versatile announcer. Growing station with modern plant and latest equipment.

Announcer-dj for good music NBC midwest affiliate, Must have experience, work days. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

For deejays original enough to create their own material. The Deejay AirHumorOlogy Kit tells you what humor is and how to create your own patter. $4.80, postpaid. AirHumorOlogy, P.O. Box 1, Elkhart, Indiana.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Technical

Now hiring — Chief - engineer - announcer combo for tight-production, quality music format. Virginia fulltimer. Send tape, resume, and photo first letter. Box 108C, BROADCASTING.

Chief engineer for Montana 1 kw non-directional. Fine plant, latest equipment, friendly community, good working conditions. Health insurance, retirement plan. Give details, references, experience, snapshot, tape if combo. Box 112C, BROADCASTING.

Chief engineer $100.00 plus for experienced maintenance man—fair announcer. Daytime 40-hour weeks. Ideal Colorado community life. Must have best work references. Box 204C, BROADCASTING.

Engineer, experienced in studio work and familiar with directional. Five kilowatts in large southern market. Apply Box 223C, BROADCASTING.

Chief engineer to take complete charge. State salary expected. Resume of experience. KGFW, Kearney, Nebraska.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Program director for well-established classical music station in the Pacific west. Must be capable of organizing and directing air personnel, supervising classical music selection, working with station's commercial staff, and giving fully professional action to program policy and station promotion. Please do not apply unless you can furnish proof of classical music broadcasting experience under demanding circumstances. Send full background, references and salary desired with first letter. Write Box 928B, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Radio newsman: Assist news director, central New York metropolitan station. News-in-depth operation: editorials, documentaries, panel discussions. Cover beat, write, air news. Salary open. Box 120C, BROADCASTING.

Leading central California station in medium size market needs top flight program director or production man with first class ticket. We need a man who can write good production spots and is capable of doing a two hour afternoon show. If you are now a board man but think you can hold down this job, contact us immediately with full details. Cut tape at 7½ ips showing us samples of your work. Ideal working conditions. Top salary for right man. Box 168C, BROADCASTING.

Northwest network station needs qualified news director. We expect hard working man who knows news, man with executive ability who can move up with solid operation. Box 173C, BROADCASTING.

Male copywriter . . . must be good typist and experienced. Some air and news work available. Eastern Pennsylvania. Box 176C, BROADCASTING.

Production minded station wants program director that can produce a top sounding station with adult programming. Salary open. 250-watt medium, single station market. Send full details, picture and tape in letter. Box 198C, BROADCASTING.

Young man with inquisitive mind for expanding news operation. Some typing experience necessary. Work primarily gathering, editing and announcing local news. Some dj work. Inexperienced young announcer considered. Send photo, tape, resume and starting salary. WADS, Ansonia, Connecticut.

Immediate opening at WHBL, Sheboygan, Wisconsin. Good wage, forty hour week plus overtime, employe benefits, good place to work. Call collect Paul Skinner, GL 8-2107.

Have an immediate opening for experienced radio program-production man to build local and regional feature program concept. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

RADIO

Situations Wanted—Management

General manager/sales manager for small or medium market station. Fifteen years in sales and management. Heavy on local and regional. Thorough knowledge all phases of station operation. Highest industry references. Box 863B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Experienced, qualified station manager seeks home. New ownership requires change. Present earnings $15-1600 monthly. Want top 50 market with challenging opportunity. Write Box 101C, BROADCASTING for personal interview.

Top quality announcer pd ready for management. One dozen years of experience. Handle people well, steady, married. Want opportunity more than big bank account. Box 140C, BROADCASTING.

Honest, aggressive young medium market manager wants to settle in exclusive midwestern small market. Box 174C, BROADCASTING.

Lets discuss mutually satisfactory management association to fulfill your stations potential. Hard working manager, 15 years experience, all phases. Turned chain's small competitive market station into profitable monthly operation as leading sales producer, Creator, executor unusual copy, production commercials, station promotion, programming ideas. Desire better location for permanency. Box 190C, BROADCASTING.

Owners! Are you an absentee-owner that is looking for good, honest management? Listen: 8 years California radio, all phases. Excellent references. Proven radio results. Write Box 195C, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Young Pennsylvania broadcasting executive seeks management or sales manager's position. 7 years broadcasting. Presently employed. Box 196C, BROADCASTING.

Background: Ziv television salesman. Commercial manager, radio station. Radio-television director, advertising agency. Syracuse University radio-television graduate school. 36, married, U.S.M.C. WWII, Korea. Strong sales ability. Creative copy. Adult radio only. Want general manager or commercial manager's responsibility and income. Box 214C, BROADCASTING.

Young in ideas, in good health, here's a man experienced in every phase of broadcasting. Several years station management, promotion and advertising. High type, mixes well, sober, reliable, levelheaded. Prefer station management where combination management, promotion advertising can pay off. Twenty five years in radio-tv. Box 220C, BROADCASTING.

Manager or sales manager. You needum big help? Me chief/brave type who gottum lots experience . . . stuff on ball. Been in present teepee 11 years . . . our big power station number one position . . . all soldum out. Gottum nice squaw . . . 2½ papooses . . . no touchem firewater. Wantum continue on big-type range . . . small pasture no interest. You wantum your smoke signal number one . . . all soldum out . . . big possible unit cost . . . you payum big wampum . . . we gettum together, OK? Box 225C, BROADCASTING.

Sales

Executive-performer-writer re-entering tv-radio. 49.7 rating in top 25 markets. Extremely successful sales manager. West preferred. Write Box 896B, BROADCASTING.

Three years radio-newspaper sales experience. News, copy. Want interest in small midwest station. Box 170C, BROADCASTING.

Ambitious hard-driving salesman, top references, and proven sales record, desires position with opportunity for advancement. 24 years old. Write Box 175C, BROADCASTING.

3 years experience major market radio, selling, servicing, copywriting, radio-television degree, 34, family. Wishes to build future in radio or television. Box 200C, BROADCASTING.

I'm employed — manager/sales manager, profitable operation. I'd like change to station where gross and earning potential is larger. Personal billing 50% of gross. Known accredited reputation experience background. Lets compare notes. Box 239C, BROADCASTING.

Announcers

DJ, strong news, commercials, steady, relocate anywhere. Seeking challenge. Box 988B, BROADCASTING.

Negro dj, sales-minded, serious, audience appeal. Versatile, go anywhere. Box 989B, BROADCASTING.

Gal dj, negro, board, sales, travel. Available immediately. Box 990B, BROADCASTING.

Top forty jock presently employed by number one station in nation's number five market looking for a home in Los Angeles, San Diego or San Francisco areas. Box 128C, BROADCASTING.

Need a man to reach an adult audience and sell them? Need a man familiar with all kinds of music who features tight production? Then you need me. Presently employed in medium market—ready for the big time. Box 139C, BROADCASTING.

Announcer, solid experience. Sincere, versatile. Seeks radio/tv opportunity. Box 165C, BROADCASTING.

Announcer for good music operation. 13 years experience all phases. Box 166C, BROADCASTING.

First phone experienced announcer. Virginia, West Virginia, Pennsylvania. No maintenance. Box 167C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer desires position in adult radio station. 3½ years experience as dj-newsman-production manager and straight announcing. Mature voice. Clear delivery. Box 180C, BROADCASTING.

Outstanding personality looking to break into major market after 5 years in the hinterlands. Consistently top rated. References tell the story. Box 183C, BROADCASTING.

C&W personality, staff announcer seeks secure situation in New England states. Dependable, married, 1 year experience. Willing to learn. Employed now, located in west, ready to travel. Box 185C, BROADCASTING.

Announcer-combo man—newscaster, tight format experience. Married, want to settle down. No floater, no prima donna. Currently New York resident. Box 186C, BROADCASTING.

Exciting modern radio personality. Major market experience with swinging operation. True showmanship flare. Production gimmick and promotions knowhow. Currently employed. Top references. Box 189C, BROADCASTING.

Announcer/engineer, 3 months board experience desires to relocate in Florida or Texas. Engineering experience, constructed one station, serve as chief engineer of same. Will send tape. Box 197C, BROADCASTING.

Canadian dj 7 years experience. Presently employed in Bahamas. Like to locate in south Florida. Reliable, hard worker, fast, but not a screamer, tight operation. Box 202C, BROADCASTING.

Carolinas-Virginia; mature announcer-continuity writer: 10 years experience. Box 207C BROADCASTING.

Announcer, pd, sports-play-by-play, 8 years experience, 26, family, college graduate, finest character and references, employed. Box 211C, BROADCASTING.

Experienced, employed combo. Seeks Minnesota-Wisconsin station. $110 minimum. Dependable. Box 212C, BROADCASTING.

I love radio. Announcer, disc jockey. Three years experience. Ambitious, dependable, young. Draft deferred. Just married. Box 217C, BROADCASTING.

The mature approach! Presently employed at 50,000 watt operation in top northeastern market. With present employers knowledge, wish to relocate. Familiar with sports as well as dj and news activities. Excellent references, married. If you're looking for a smooth, positive touch in your daytime or evening programming, let's talk it over! Salary open. Box 221C, BROADCASTING.

Attention small markets! DJ, 23, single, draft-free, 4 months experience, absolutely fantastic potential—prefer top 40, but will consider all offers. Box 226C, BROADCASTING.

Fulltime sportscaster, 29; mature and exciting. Experienced in all phases of staff-work. College, family, references. Interested in best possible west coast position available. Box 227C, BROADCASTING.

Negro dj—Fast moving format in r&b. Rockin' personality—seven years experience in metropolitan area. Available October '60. Seeking post in large city. Box 231C, BROADCASTING.

Young announcer, experienced. Good, fast board, dependable, will travel, will settle. Box 232C, BROADCASTING.

Young man looking for start in radio or tv, graduate of SRT-TV but lack experience. Prefer New England area. Box 233C, BROADCASTING.

Announcer, two years experience, bright sound, want to settle, married, not a floater. Box 234C, BROADCASTING.

Experienced, announcer, disc jockey, two years. Married, veteran, not a prima donna, will travel. Box 236C, BROADCASTING.

1st phone personality dj. C&W preferred, or will program pop with strong c&w flavor. Pleasant, easy delivery. Sober, 41, family man. Minimum $125 per week. Box 237C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staff announcer — adaptable — cooperative, prefer adult program, family man seeking larger northeast market. Box 245C, BROADCASTING.

Experience, announcer, disc jockey, two years. Married veteran, not a prima donna, will travel. Box 251C, BROADCASTING.

College grad, single, 24, experienced future management potential, great ad-liber. Box 254C, BROADCASTING.

Announcer-copywriter. Mature, experienced adman. Announcing or continuity. Master's degree. Broadcasting school. Available immediately! Box 257C, BROADCASTING.

Seeking integrated operation, balance programming, profit sharing in sportsman "paradise". All first letter. 11 years radio-tv all phases. Minimum $150. Settle permanently. Family, vet, 30. 1040 Riverside Avenue, Defiance, Ohio. Phone 2-2701.

Announcer, dj, copywriter. Ambitious, hard worker. Mature voice. Good personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th St., Chicago 15, Illinois. Phone: BUtterfield 8-5404.

DJ—One year experience, prefers evening or night shift. Larry Dickson, 73 Clifton Avenue, Mansfield, Ohio. LA 4-9291.

Young negro announcer. Vet. Some board. Willing to learn. 3rd phone. Have car, will travel. Bob Lee, 6028 S. Drexel Ave., Chicago 37, Ill.

Announcer, limited tv and radio experience. Just completed Army stint. College education, young and hardworking. Will locate anywhere. Phone Esterbrook 8-6173 or write Jack Miller, 4844 W. Arthington, Chicago 44, Ill.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer, 1st phone, no maintenance, $85 no car. Berkshire 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

San Francisco area, have first phone. Desire announcing or newswork. 4 years commercial and college radio. Dick Schutter, 8720 Whitechuck, Everett, Washington.

Announcer—Have talent, will travel, ambitious, strong on control board, news, commercials. Swinging dj. 3rd class ticket. Graduate from broadcasting school. Looking for opening. Contact Stan Tuman, 961 Eastern Parkway, Brooklyn 13, N.Y., phone PR 8-5609.

Technical

Chief engineer-announcer seeking Gulf Coast position. Three years chief experience. Tape and recommendations available upon request. Box 129C, BROADCASTING.

Chief engineer-announcer-dj; married, desires relocation: Minnesota, Wisconsin, now or future. Experienced all phases am. Box 171C, BROADCASTING.

First phone, three years experience control room engineer, no announcing, available immediately. Box 191C, BROADCASTING.

Engineer, first phone, 8 years experience am and fm, transmitter and studio. No announcing. Box 206C, BROADCASTING.

Engineer, first class radio telephone license, experienced transmitter, studio. Box 213C, BROADCASTING.

25 years experience with broadcast and industrial radio equipment. Many years in supervisory and chief engineer capacity. Last few years operating own business dealing in industrial electronic equipment. Sold business and desire quiet job without business pressure in large broadcast station in either supervisory capacity or doing straight shift work. Prefer southern coastal area preferably Florida. Would consider Arizona area. Box 222C, BROADCASTING.

Engineer—Seven years multi indie chain. Experienced all phases studio and transmitter. Desire chief or technical director position. Box 249C, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced engineer, 1st phone. 2 years experience am, desires permanent position. Excellent references. Box 258C, BROADCASTING.

Chief engineer-dj, knows music, interesting. No tape. Downie, 919 Midland Avenue, Syracuse, N.Y., Granite 5-8101.

Production-Programming, Others

Former public and station relation executive, 18 years experience broadcasting industry, desires return to station relation or public relation position. Excellent achievement record both in field and as director. Box 970B, BROADCASTING.

Washington, D.C., newspaperman, 20 years experience, including radio-tv, now legislative work, wants write and/or air news mornings, evenings, weekends, Washington areas station, to keep hand in. Solve news staff scheduling problems! Box 995B, BROADCASTING.

Newsman reporter and newscaster experienced in police, court, political, education, government news and features—straightforward interpretive reporting, professional delivery—college, car, best references—interested radio or tv news work. Box 142C, BROADCASTING.

Sports minded station: Experienced broadcaster now employed as newsman in major market has made up his mind. He wants to become the nation's top sports broadcaster. You can have him first if you're willing to pay a good salary by writing. Box 181C, BROADCASTING.

News director. Experienced newsman in major market seeks position as news director with reputable station. Earnings now $8,000. College graduate, married. Resume. Box 205C, BROADCASTING.

Skilled booth-man, dj, with 50 kw announcing experience, prefers permanent position on "local" outlet. (Family) in Ohio area. Qualified to be pd. Available within 2 weeks. Box 216C, BROADCASTING.

Wanted: Advertising agency. I'm looking for you with eight years of radio-tv production, 3½ years sales/management. Currently with sales for multi-million dollar corporation. Am interested in your creative department, major market only. Box 218C, BROADCASTING.

Program director, morning man, idea factory, writer, producer, top station credits in all, wants to hear from major adult programming station with initiative, daring, sense of responsibility to audience. I love radio so if yours is a top 40, frantic or screamer operation, save your stamps. I know my business and can prove it. Twenty-odd years experience. Write Box 219C, BROADCASTING.

Newsman; now working as broadcaster, editor, writer in large market. Radio-journalism background. Family man. Will consider all areas. Box 228C, BROADCASTING.

News director, excellent, experienced, mature; employed, radio editorialist, one of first in state; program experience; superior references, professional personal, and credit; unmarried; want greater opportunity. Box 243C, BROADCASTING.

News director seeks news position on Columbus or Cincinnati area station. College graduate. Presently employed. Top references. $150 minimum. Box 246C, BROADCASTING.

Alcoholic, reformed, never fired, wants chance to make good, newscaster, sports, radio, tv. Strong local news, made good in top market. Box 248C, BROADCASTING.

TELEVISION

Help Wanted—Management

See media broker opportunity under "Radio-help wanted-sales" this issue.

Sales

See media broker opportunity under "Radio-help wanted-sales" this issue.

Help Wanted—(Cont'd)

Sales

Hungry salesman wanted. We want a man hungry for fame as well as fortune. If you long for a territory of untapped potential, with challenge that will pay off for the right man, send your resume to us. Eastern network vhf station with lots of savvy and plenty to talk about, needs one more top man. Salary plus commission. Drifters, and those devoid of imagination and creative ability, stay away! Box 263C, BROADCASTING.

Announcers

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

Technical

Go west, young man. Established western vhf-TV broadcaster needs sharp maintenance technician capable of progressing to chief engineer. Write stating age, training, and experience. Box 814B, BROADCASTING.

Continuing expansion requires additional transmitter engineer and engineer for maintenance of new microwave system. Both positions require licensed, experienced men. Send resume, references and starting salary requirements to Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Video maintenance coordinator. Minimum age 28, minimum tv station video experience 3 years. Best job in Miami, Florida. Contact Herb Evans, WTHS-TV, 1410 NE 2nd Ave.

Production-Programming, Others

Midwest television station needs film director. Photographic experience, including stills, 35 mm, sof, darkroom, film editing and makeup a must. Position open immediately. Must be able to take complete charge all phases. Box 188C, BROADCASTING.

Art director: Experienced in tv art and photography. Must be creative, send resume and sample of art work to: Ronald Boyles, KHOL-TV, Holdrege, Nebraska.

TELEVISION

Situations Wanted—Announcers

12 years television (7)-radio (5) experience. All phases news. Head department. Commercials that sell. Other capabilities. Box 208C, BROADCASTING.

Radio-tv newscaster. Polished professional delivers dramatically; still sharply objective. Writes crisp, interesting copy which reflects experience. Digs up and into important stories. Major markets. Box 261C, BROADCASTING.

On camera news, weather, and commercial announcer, 16mm film audition available. Call NYC, Bayside 9-7241.

Let's make your station's sports coverage tops in your market. Experience in radio-tv with network affiliates in south Florida's No. 1 market. Announced major independents football and basketball, weekly tv sports shows, series on basketball in area, half hour tv sports special. All phases production, write, some work shooting and editing film. Interviews with over 150 sports personalities and entertainers. College grad. TV work in Army. Ambitious, desire opportunity to do on-camera work and grow with station. Top references. Desire position in West, consider others. Bob Darby, 185 N. Wabash, Room 1119, Chicago, Ill.

Country and western personality disc jockey . . . Good ad lib, strong sell. Ten years experience. Also experienced in pop and tv. Available immediately. Dwight Gordon, 6500 Bond Ave., East St. Louis, Illinois, phone BRidge 4-0762.

Situations Wanted—(Cont'd)

Technical

TV transmitter engineer, 2 years experience, first phone, married, veteran. Box 182C, BROADCASTING.

1st phone, 4½ years electronics, 1½ years radio, 8 months tv, former am chief. Desire tv studio, transmitter. Prefer west coast. 4021 S. Grand, Spokane, Wash. MA 4-1656.

Graduating interns, technical and production, trained in modern fully equipped studios by commercial minded instructors now available. Contact Intern Supervisor, WTHS-TV, Miami.

Young man looking for a start on tv, covered all phases of studio operations. Also have training on commercials, willing to travel and please, state beginners salary. Write to Mr. Dimitri Nickas, 226-6 Avenue, Brooklyn 15, New York. Or call anytime after 7:00 p.m. at this number NEvins 8-3183.

Production-Programming, Others

News director, newsman—three years newsman medium southern station. Proficient all facets news. Married. College graduate. Box 169C, BROADCASTING.

Five years experience, film director, producer-director, switcher-announcer, cameraman plus others. Box 184C, BROADCASTING.

News director, 5 years experience am-tv, top-rated air-man. Needs a challenge. Box 209C, BROADCASTING.

Newsreel producer—director. An experienced one-man-operation to format sponsor attracting programs. Find, film, edit the news. Produce and direct the program. If you want news (all the news) around the clock; if you desire local feature films; if you demand a person who needs no direction, and whose initiative and production will exceed your expectations write Box 241C, BROADCASTING.

Newsman-announcer, specializing in radio-tv news writing and presentation, desires position with growing station. Eight years of training and experience. College degree. Don J. Horwood, 5723 Harold Way #14, Hollywood 28, Calif. PH: HOllywood 5-2748.

For Sale

Equipment

1 kw fm Gates transmitter. Location: Pennsylvania. 250 watt GE transmitter. Location: Texas. 10 kw fm Western Electric. Location: Pennsylvania. Box 224C, BROADCASTING.

FM antenna, transmission line, Magnecorder, mikes, jack strips, etc. Write Box 250C, BROADCASTING.

Real bargain for cash buyer, Tapak recorder, and Viking with twenty cartledges, instruction manual and amplifier. Both machines for just $200.00. Write KALG, Box 268, Alamogordo, New Mexico.

Magnecorder, type PT63-AH mechanism (3 heads, fast forward) and type PT7-C amplifier. $250.00 KHMS(FM), 725 Mills Bldg., El Paso, Texas.

Complete DuMont flying spot scanner system. Consisting of 2 DuMont 16 mm projectors, 2 pedestals, 2 video amps., 2 power supplies and remote panel. Excellent condition. Price $7000.00 Contact E. Newton Wray, KTBS-TV Shreveport, La.

Ampex 910 recorder $195.00; Wollensak recorder $95.00; Viking tape deck $30.00. WIFI, Box 3022, Philadelphia 50.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

Multiplex Gates generator single sub channel new, never been used. $600 or best offer. WRVB-FM, Madison 1, Wisconsin.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

FOR SALE

Equipment—(Cont'd)

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Two used 5 kw am transmitters for sale at the price of one! In stock—one RCA 5D and one RCA 5 DX. Offering you either two individual 5 kw or one transmitter and practically 100% spare parts. Lot price, both transmitters as is, used complete with tubes and crystals, $5,000.00 cash, f.o.b. Quincy, Illinois. Phone or wire Gates Radio Company, Quincy, Illinois.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

450 mc link mobile units $200. Also 26+150 mc equipment. Phone person-to-person Hoffman, CRestview 1-5845, Los Angeles.

Western Electric fm transmitter WE 506 B2 10 kw requires only 10 watt exciter to put on the air. Price reduced to $3,000 to move immediately to make space for new transmitter. L.E. Latham. Box 7, Atlanta, Georgia, or call DRake 8-8808.

Magnacord model M-90 ACX full track record and playback, portable case including remote control, demonstrator, excellent condition. Original cost $1400.00. Price $650.00 Loomis Distributing Co., Elk Rapids, Michigan. Phone 4-8260.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

5 kw fm transmitter in good condition, not more than 5 years old, type 335-BR Hewlett-Packard fm modulation monitor, side-mount fm antenna with 6.3 power gain, accessories if available. Box 913B, BROADCASTING.

RCA 1-0 used camera head only, any condition, with or without viewfinder, or complete RCA used camera chain. Reply to William C. Grove, General Manager, KFBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Used Dumont field sync generator in good operating condition. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Wanted to buy immediately. We want to purchase two good used consoles or consolettes, turntables, and tape recorders, to set up two recording studios. If you have something good and it is reasonably priced, call, write or wire: Max F. Harper, Chief Engineer, Radio Station WDAK, Columbus, Ga., telephone: FAirfax 2-5447.

Scully recorder, W.E. mixing board, broadcast microphone, jack panels and cords. Super Recordings, 369 St. Charles Rd., Glen Ellyn, Ill.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

The National Academy of Broadcasting (3338-16th St., N.W., Washington, D.C.) Est. 1934. Trains and places radio-tv announcers dj's, writers, producers. Enroll now for fall term.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITIES

See media broker opportunity under "Radio-help wanted-sales" this issue.

MISCELLANEOUS

Three experienced am radio broadcasters desire lease station with option to buy. Box 253C, BROADCASTING.

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-3), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B, BROADCASTING.

CALIFORNIA
5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Sales

SALESMEN WANTED

With record of aggressive, clean radio time sales to work in Illinois second market. Opportunity for proven man to progress with expanding staff. Interview necessary. Phone or write John R. Livingston, President, WJRL, Rockford, Illinois. WO 8-5821.

Help Wanted—(Cont'd)

Production-Programming, Others

LEADING
CENTRAL CALIFORNIA STATION

In medium size market needs top flight program director or production man with first class ticket. We need a man who can write good production spots and is capable of doing a two hour afternoon show. If you are now a board man but think you can hold down this job, contact us immediately with full details. Cut tape at 7½ ips showing us samples of your work. Ideal working conditions. Top salary for right man.

Box 168C, BROADCASTING

PROGRAM DIRECTOR

for

Alert, Progressive, Successful major station in the southeast.

Unusual Opportunity

Send all particulars to:

Box 260C, BROADCASTING

Announcers

WANTED

America's number one Baseball Broadcaster to do play-by-play for a major league team.

Rush tape — photo—resume to:

BOX 954B,

BROADCASTING.

Help Wanted—(Cont'd)

Announcers

NUMBER ONE
RATED STATION

In one of the Top 30 Markets has an opening for a DJ that can apply an adult personality to a fast moving format. Send edited air check and complete resume with picture.

WE PAY TOP MONEY ·····

Box 193C, BROADCASTING

STAFF FOR
NEW STATION

4 Announcers. *Smooth on music and news. 1 to 3 years experience.*
3 Salesmen.
Others.
WPAC, PATCHOGUE, NEW YORK

RADIO

Situation Wanted—Sales

GUARANTEED SALES

Spot sales of radio or television time. No gimmicks. All cash. Will train your sales force to sell. Write or call R.&T. Time Co., 539 S. Atlantic Ave., Ormond Beach, Florida. ORange 7-0342.

Announcers

PLAY-BY-PLAY

Outstanding sportscaster. Proven reputation. Currently employed in two of the East's major markets. Five years experience . . . All sports. State Network and major University affiliation. Consider only top position.

Box 238C, BROADCASTING

CHECK ONE! (✓)

( ) Excellent sportscaster
( ) Production man
( ) Air Salesman
( ) Street Salesman
( ) 1st rate music M.C.
( ) P.D. & future Mgr.
( ) Dependable 12 year pro

!! STOP !!

(✓) **Gene Roberts has them all. Call FE 11153 Minneapolis or write 524 14 AVE., S.E. Minneapolis, Minn. Video and Audio tapes available. Currently employed. Married, family, etc.**

Situations Wanted—(Cont'd)

Announcers

Bill Towre available for dynamic news operation in major market. Send now for complete presentation. Voice, style, experience, references, college. Wire, write, phone: Bill Towre, 21 Nassau Ave., Schenectady, 4, N.Y. EXpress 3-2534.

TELEVISION

Help Wanted—Technical

SALES ENGINEER TELEVISION

Excellent opportunity to manage television equipment sales from the home office of a major manufacturing company. Must have heavy technical background with thorough knowledge of television transmitters and video equipment. A permanent salaried position with liberal company benefits. This is a once in a life-time opportunity for right man who wants to advance with a successful electronics manufacturing company. Mail photo and complete resume to:

Box 125C, BROADCASTING

SALES ENGINEER
MID-WEST

Major mid-west broadcasting equipment manufacturer has opening for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.
Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 244C, BROADCASTING

Employment Service

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST
Talent scouts for the station your looking for—free registration—confidential service. Immediate job openings for—
Announcer-Engineers—
Engineers-Salesmen
Announcers-Newsmen-D.J.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS — FOR SALE

FOR SALE

SOUTHERN CALIFORNIA

State licensed sound contracting Business

Stromberg-Carlson franchise

Stromberg time franchise

RCA closed circuit TV franchise

Franchises cover three counties

Fastest growing market area in U. S. A.

Box 192C, BROADCASTING

5,000 WATT FULLTIMER

Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $500,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:

BOX 117C, BROADCASTING

1,000 WATT DAYTIMER

Located on Florida east coast, billing around $3,000 a month, with unlimited potential. Station owns studios, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:

Box 118C, BROADCASTING

Texas Major market money-maker! $368,500 firm, $168,000 down, 10 years 6% on payout.—Southern Major market full-time regional. In black & climbing. #1 Pulse, #1 Hooper. $350,000—West Coast fulltime regional. Making money. $367,500 29%—Southern single. In black. $45,000, $12,500 down—Southwest full-time regional. Big profits. Real estate incl. $210,000 29%—Southern medium regional. Nice profits. $92,500 with 29% down.—Southwest Major market FM. In the black. Will rush full data.—West Texas single regional. Making profit. $49,500 29%—PATT McDONALD, Box 9266, Austin, Texas, GL. 3-8080, or Jack Koste, 60 E. 42nd St. N.Y. 17, N.Y. MU. 2-4813, or Dick Watts, Box 701, South Houston, Texas. HU. 6-7400.

Ga.	Single	Fulltime	$175M	29%
Tenn.	Single	Daytimer	62M	cash
La.	Single	250w	107M	terms
Ga.	Single	Daytimer	50M	terms
La.	Single	Regional	53M	terms
Ga.	Single	250w	84M	29%
Calif.	Medium	Daytimer	185M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1kw-D	125M	29%
Texas	Medium	1kw-D	225M	29%
La.	Medium	Fulltime	158M	terms
Tenn.	Metro	25% int.	12M	cash
Wash.	Metro	1kw-D	85M	terms
Calif.	Metro	FM	49M	10 yrs.
Texas	Metro	1kw-D	130M	29%
Fla.	Major	Fulltime	250M	terms
Calif.	Major	250w	475M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 110

ant. on tower #2) change type trans. and studio location (same location as trans.).

KLYN-FM Lynden, Wash.—Granted mod. of cp to increase ERP to 1.45 kw, change type of trans. and type ant. and make changes in ant. system.

KSEA (FM) San Diego, Calif.—Granted mod. of cp to decrease ERP to 27.5 kw, increase ant. height to 160 ft., change trans. location; remote control permitted.

WHRW Bowling Green, Ohio—Granted mod. of cp to make changes in DA pattern and change type trans.

KUGN-FM Eugene, Ore.—Granted authority to remain silent for period of 90 days effective Sept. 11.

WOI Ames, Iowa—Remote control permitted.

WIST Charlotte, N.C.—Remote control permitted.

Actions of Sept. 8

KSGV Newport Beach, Calif.—Granted extension of authority through Oct. 6 to remain silent.

WEAR-TV Pensacola, Fla.—Granted extension of completion date to Dec. 22.

Action of Sept. 7

KBMT (TV) Beaumont, Tex.—Granted mod. of cp to change main studio location.

WMT, KWMT, Cedar Rapids and Fort Dodge, Iowa—Granted transfer of control from **Helen Shaffer Mark, Helena Mark Hermann and Herber M. Bingham,** voting trustees and **Helen Shaffer Mark** individually to **Helen Shaffer Mark, Helena Mark Hermann** and **William B. Quarton,** voting trustees.

Actions of Sept. 6

WJW-AM-FM Miami Beach, Fla.—Granted authority through Oct. 6 to remain silent.

KONI Spanish Fork, Utah—Granted license for am station and specify trans.

WPBC-FM Minneapolis, Minn.—Granted license for fm station.

WWJ-FM Detroit, Mich.—Granted license covering installation of new trans. without prejudice to whatever action commission may deem appropriate in the light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act.

WSJS-FM Winston-Salem, N.C.—Granted cp to increase ERP to 15 kw, increase ant. height to 1,440 ft., change ant-trans. location and make changes in ant. system (sidemount fm ant.)

WDET-FM Detroit, Mich.—Granted cp to install new type trans and make changes in transmitting equipment.

WRBL-FM Columbus, Ga.—Granted cp to decrease ERP to 21 kw, increase ant. height to 920 ft., change frequency to 102.9 mc, trans. location, install new trans., new ant. and make changes in ant. system.

WRLB (FM) Long Branch, N.J.—Granted mod. of cp to change type ant.; ERP 760 w.

WFCJ (FM) Miamisburg, Ohio—Granted mod. of cp to increase ERP to 59 kw, and change type trans.; condition.

WBBF-FM Rochester, N.Y.—Granted mod. of cp to increase ERP to 27.5 kw, increase ant. height to 380 ft.; change ant.-trans. location, change type ant. and make changes in ant. system; remote control permitted.

WIAC-FM San Juan, P.R.—Granted mod. of cp to change type trans. remote control permitted.

KGMJ (FM) Seattle, Wash.—Granted mod. of cp to increase ERP to 71 kw, ant. height to 1,100 ft., change ant.-trans. location, type trans., type ant. and make changes in ant. system; remote control permitted.

WMAX-FM Grand Rapids, Mich.—Granted mod. of cp to change frequency to 101.3 mc and move ant. location; remote control permitted; conditions.

WMKE (FM) Milwaukee, Wis.—Granted mod. of cp to decrease ant. height to 145 ft.; ERP 35 kw; remote control permitted.

WEZB Birmingham, Ala.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KFRA Franklin, La. to Nov. 29; WTOS (FM) Wauwatosa, Wis. to Jan. 1, 1961; KSEA (FM) San Diego, Calif. to Dec. 18; KUTA Blanding, Utah to Jan. 21, 1961; KVKM Monahanns, Tex. to Dec. 20.

Actions of Sept. 8

WJOB Hammond, Ind.—Granted acquisition of positive control of **Colby Bcstg. Corp. by Julian Colby** through purchase of stock from **Guy S. Gardner, Leslie Cohodes** and **Sy Cole.**

WEKR Fayetteville, Tenn.—Granted assignment of license to **James Porter Clark.**

WCTW-FM New Castle, Ind.—Granted cp to change ant.-trans. and studio location; increase ERP to 4.5 kw, decrease ant. height to 240 ft., and install new ant.

WRIX Griffin, Ga.—Granted mod. of cp to change type trans. and studio location; remote cotnrol permitted.

KBPS Portland, Ore.—Waived Sec. 3.71 of rules and granted authority to operate from 9:30 a.m. to 3:30 p.m. for period ending March 18, 1961.

WMSA Massena, N.Y.—Granted extension of authority to sign-off at 9 p.m. daily for period ending Nov. 12.

KDWT Stamford, Tex.—Granted authority to Jan. 1, 1961 to operate from 6 a.m. to 10 p.m.

PROPOSED RULEMAKING

By notice of proposed rulemaking, commission invites comments to proposal by California-Oregon Television Inc. (KIEM-TV ch. 3), Eureka, Calif., to amend tv table of assignments by substituting ch. 13 minus for ch. 9 in Alturas and adding ch. 9 to Redding in addition to its present ch. 7, and conflicting proposal by James E. McKahan (am station KSUE), Susanville, and Shasta Telecasting Corp. (KVIP-TV ch. 7), Redding, to substitute ch. 13 plus for ch. 9 in Aituras and place ch. 9 in Susanville. Both proposals would involve minor offset carrier changes. Chrmn. Ford absent. Ann. Sept. 8.

Proposed Technical fm and tv Changes

Commission invites comments to notice of proposed rulemaking looking toward amending fm and tv rules (Part 3) to (1) clarify specifications for the frequency response in vicinity of the color pass band; (2) permit fm and tv stations to determine operating power of aur. trans. by direct measurement or presently prescribed indirect method; (3) relax requirements relating to operation with reduced power to extent that commission need only be notified if required minimum operating schedule cannot be maintained with authorized power and provided period of reduced power operation is 10 days or less; and (4) modify wording in Sec. 3.689(a)(1) which specifies transmitter modulation to be employed when determining operating power of visual trans. by abolishing reference to "standard black television picture" and substituting language which specifies form and amplitude of the modulating signal. Chrmn. Ford absent. Ann. Sept. 8.

License Renewals

Following stations were granted renewal of license: WAYB Waynesboro, Va.; WBOB Galax, Va.; WCEM Cambridge, Md.; WCLG Morgantown, W.Va.; WCVA Culpeper, Va.; WCYB Bristol, Va.; WEBB Baltimore, Md.; WFAX Falls Church, Va.; WGH Newport News, Va.; WHAP Hopewell, Va.; WHEE Martinsville, Va.; WKEY Covington, Va.; WKLC St. Albans, W. Va.; WKOY Bluefield, W.Va.; WLOG Logan, W.Va.; WLSD Big Stone Gap, Va.; WMVA Martinsville, Va.; WNNT Warsaw, Va.; WNRG Grundy, Va.; WNRV Narrows-Pearisburg, Va.; WNVA Norton, Va.

WOVE Welch, W.Va.; WPRW Manassas, Va.; WPUV Pulaski, Va.; WPVA Colonial Heights-Petersburg, Va.; WSVS Crewe, Va.; WTBO Cumberland, Md.; WTTR Westminster, Md.; WYSR Franklin, Va.; WAFC-FM Staunton, Va.; WCOD (FM) Richmond, Va.; WGAY (FM) Washington, D.C.; WMVA-FM Martinsville, Va.; WTTR-FM Westminster, Md.; WCYB-TV Bristol, Va.; WTVR (TV) Richmond, Va.; WHP-AM-FM-TV Harrisburg, Pa.; WDEA Ellsworth, Me.

WBNX New York, N.Y.; WPEL Montrose, Pa.; WFMZ (FM) Allentown, Pa.; WAGM-AM-TV Presque Isle, Me.; WKNE Keene, N.H.; KFTV Paris, Tex.; WHYN Springfield, Mass.; KFDA Amarillo, Tex.; WLEM Emporium, Pa.; KDFC (FM) San Francisco, Calif.; WPRO Providence, R.I.; WSMN Nashua, N.H.; WLOA-FM Braddock, Pa.; WNAE Warren, Pa.; WCAX Burlington, Vt.; WINR Binghamton, N.Y.; WGBR Goldsboro, N.C.; WLBR Lebanon, Pa.; KONE Reno, Nev.

KVOS-TV Bellingham, Wash.; WCHN Norwich, N.Y.; WKST New Castle, Pa.; WGCB Red Lion, Pa.; KOLO Reno, Nev.; WPME Punxsutawney, Pa.; WVNJ Newark, N.J.; WNCN (FM) New York, N.Y.; KCUL Fort Worth, Tex.; WWLP (TV) KC-5139, Springfield, Mass.; WRLP (TV) Greenfield, Mass.; WWOR-TV Worcester, Mass.; WGAW Gardner, Mass.; WJDA Quincy, Mass.; WHMP Northampton, Mass.; *WERS (FM) Boston, Mass.; *WHSR-FM Winchester, Mass.; WABI Bangor, Me.; WABI-TV Bangor, Me.; WPOR Portland, Me.; *WFMU East Orange, N.J.

WCBA Corning, N.Y.; WICU-TV Erie, Pa.; *WQED (TV), *WQEX (TV) Pittsburgh, Pa.; *WDFM (FM) State College, Pa.; K70AT, K73AH, K75AF, K78AE, K80AI, K83AD, Ely and McGill, Nev.; K74AL, Gold Beach, Ore.; KOFY San Mateo, Calif.; WRIB Providence, R.I.; K74AU, K77AL, K80AO, Spencer, Iowa; K72AS, K81AB, LaBarge, Wyo.; K78AF, LaBarge and Big Piney, Wyo.; K72AP, K76AK, K80AM, Window Rock, Ariz.; K72AG, K77AC, John Day, Ore.; KIEV Glendale, Calif.

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Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

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SPECIAL SERVICES

OUR RESPECTS TO . . .

Elton Hoerl Rule

"Television is beyond doubt the most exciting profession any one could be exposed to," Elton Rule, general manager of KABC-TV Los Angeles, stated last week. "I can't imagine any happier lot than to go on working in tv from now on and I certainly hope that's what lies ahead for me."

Whatever the future may hold, the fact sheets show that Mr. Rule has been in West Coast television for quite a long time. He was a time salesman (" 'account executive' was the way my business card put it") at KLAC Los Angeles at the time tv station was added to the operation, so he began selling tv time as well. Then the management separated radio and tv and Mr. Rule moved full time to KLAC-TV (now KCOP).

Ten Years of Tv ■ That was in 1950 and for the past decade he has been selling tv station time in Los Angeles. In 1952, he left KLAC-TV to join KECA-TV (now KABC-TV), ABC-owned Los Angeles tv station, as assistant sales manager. Since then his title has shortened with each move up the executive ladder: to general sales manager in 1953 and, on Sept. 1, 1960, to general manager. ("I hope I've come to the end of that line," he commented, "as the only other word that could be dropped would be 'manager' and I've no wish to go back into uniform, even as a general.")

Mr. Rule has good reason for feeling he's had his fill of soldiering. In 1940 he was working as a salesman-announcer for KROY Sacramento, Calif. One of his duties was covering California legislative happenings (Sacramento is the state capital) and one of his contacts was Gen. Middlestaedt, then state adjutant general.

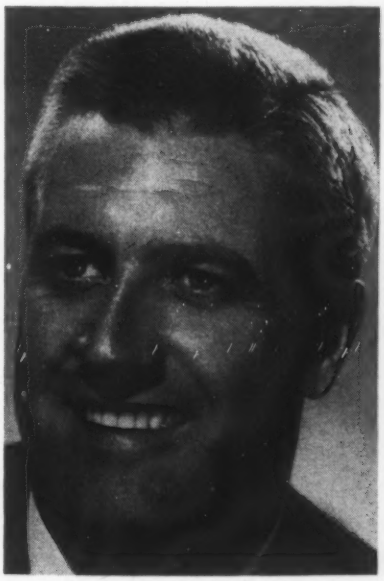
"I was persuaded to sign up for some Army extension courses and on March 3, 1941, when the National Guard became part of the Army, I was commissioned a second lieutenant in the Army. It seemed like a good idea to do my year's service then and get it over with, so in I went," Mr. Rule said wryly.

Five years and 11 days later, Major Rule received his honorable discharge. In between he'd been a platoon leader, a battalion adjutant, a company commander who took a machine gun company into Kwajalein and Leyte in the Philippines, and after an Okinawa battlefield promotion to major, a battalion commander in charge of one-third of the city of Seoul, where he helped receive the surrender of the Japanese forces on Korea. "The Japanese were well armed," he recalled, "and no one knew whether they were going to fight or surrender, so the Army sent in three infantry battalions just in case."

Native Son ■ A third-generation Californian, Elton Hoerl Rule was born June 13, 1917, in Stockton (where his maternal grandfather, Joseph F. Hoerl, will celebrate his 102nd birthday this fall). After grammar school, Elton moved to Sacramento, where he went to high school and to Sacramento College, going to class mornings and working afternoons in a local clothing store. He had majored in journalism and had planned on an editorial career until the post of business manager of the college weekly newspaper and yearbook indicated that selling might be more remunerative than writing.

After his graduation from the junior college in 1938, Elton had expected to go on with his journalistic studies at the U. of California. But a summer job at KROY soon convinced him that broadcasting, not newspaperdom, was his world and that working at a radio station was more educational and enjoyable than going back to school could possibly be, so there he stayed until March 3, 1941.

Home Again ■ Back from the Pacific war theatre, young Rule returned to Sacramento and to radio as a salesman for KFBK. He left to become sales manager for Goodyear Wingfoot Homes, portable dwellings used chiefly by construction companies and government agencies to provide temporary housing for groups of men on locations remote from cities. "It was a good job," he said, "but it wasn't in broadcasting and it didn't take long for me to realize that's where I belonged." So he said goodbye to Goodyear and went south to Los Angeles where he went to work for KLAC.



KABC-TV's RULE
The title kept getting shorter

In 1942, he married Betty Louise Bender, a Detroit girl. They and their three children—Cindy 13, Christie 5, and Jimmy 4—live in Van Nuys, in the San Fernando Valley, a half-hour's drive from his office in East Hollywood. His hobbies are tennis and swimming and "just enjoying the youngsters whenever I get a chance, chiefly weekends, as the nature of this business gets me out of the house too early and home too late to spend much time with them during the week."

Tv Grows Up ■ Despite the demanding "nature of the business," Mr. Rule is completely enthusiastic about tv as it is today and as he expects it to be in the years ahead. "Television is just coming of age," he declared. "By the calendar, tv is just entering its teens but the dollar figures show that it's already achieved adult stature in the tremendously competitive race for the advertising dollar. The FCC report for 1959, just issued, shows the total tv revenue for the year as more than a billion dollars for the second consecutive year. And 1960 promises to be even better.

"Look at the way money and creative effort is being spent for programming. This season, television has the most exciting programming ever offered to the public at any price, at any place and at any time in history.

"Finally, look at the new technical developments. Video tape, which has already revolutionized tv production practices, is only an elementary step. Pictures of dogs traveling in a satellite in outer space transmitted back to earth via tv are also only rudimentary signs of what lies ahead for television in science and inter-continental communications as well as in entertainment. The old timers, who got into radio in its infancy, may sigh for the good old days of broadcasting, but to the second generation broadcasters, the best is still to come."

Mr. Rule is a director of the Hollywood Ad Club and of the Los Angeles County Welfare Board, and a member of the Los Angeles Ad Club, the Academy of Television Arts & Sciences and the Broadcast Pioneers.

The great uninformed

THE 1960-61 television season is just beginning to get started and already the critics are beginning to bury it.

"The tragedy of tv that has been going on behind the scenes this summer is beginning to unfold in public," one of the most widely read newspaper critics wrote last week in a review that otherwise was devoted to a single program. The reviewer didn't attempt to explain how one program could foredoom an entire season to tragedy, but his comment does show that the ground rules for criticism didn't improve much during the summer, either.

Despite such outbursts of uninformed omniscience, we do not hesitate to say that the 1960-61 season will be marked by a maturity and responsibility far beyond anything that television has undertaken before. To be sure, we are not talking about the weekly "entertainment" schedule, which, as a schedule, promises to be amply "entertaining" but does not seem to offer any startling innovations to excite us; but we are not forgetting, as so many critics do, that "entertainment" is what most of the people want most of the time, and without it there wouldn't be any money for more stimulating fare.

When we speak of mature and responsible programming in unmatched dimensions we are thinking of the information programs scheduled for this fall and winter. As reported in this journal a week ago, there will be considerably more than twice as many as there were last year (BROADCASTING, Sept. 12), a statistic that becomes even more meaningful when the actual figures are examined: 190 hours of prime network time—worth $22 million for the time alone—against 84 such hours in the year just past. We are not talking about the "Sunday afternoon intellectual ghetto," but about prime evening time; not about politics, but about other national and international issues and problems and subjects which need the widest possible public awareness and understanding.

There will be much of politics on the air this fall, both free and bought, both partisan speeches and non-partisan efforts to explore and clarify the issues, and it is entirely possible that when it is over the next President of the U. S. will have been elected because of exposure on television. But forget the campaign and there remains a lineup of major information shows that is impressive by any measure; add what used to be "the ghetto" and the other programs in important but non-prime time and "impressive" becomes "formidable." No matter what the critics say, this promises to be television's most informative year.

A matter of standards

AS REPORTED in this publication two weeks ago, KYA San Francisco, a Bartell station, has volunteered as a laboratory to test whether it can adhere to high commercial standards and still make money. The station announced a trial of a 16-point policy including, among other features, prohibitions against barter, per inquiry advertising, time brokerage and multiple-spotting.

Several stations have protested that the 16 practices are already in wide application and have been ever since radio became an important medium. This, of course, is true.

But it is equally true that in the intense competition among the growing number of radio stations in recent years some stations have favored expediency over principle. They have explained that they would have gone broke by doing otherwise.

Maybe so.

Yet some of the most successful stations we know of are also the most highly-principled. In their dealings with advertisers they have adhered to standards that are at least equal to those that KYA has begun to test. For them, the test has already been conducted in the years of their own operation. It has proved that adherence to standards can have its rewards in both money and respect.

But if KYA is serious in its intentions, its application of commercial standards could well lead to an upgrading of practices among other stations that heretofore have felt they could not afford the risk of standing on principle. If that happens, all radio will benefit, including the stations that have stuck to standards when some competitors were selling almost any kind of time under almost any kind of conditions to almost any kind of advertiser.

What it might have been

THE nation was stunned by the havoc wrought last week by what the Weather Bureau called the most destructive hurricane in history. From Florida to Maine there was death and devastation.

Ghastly as it was, Donna's toll in lives and property could have been infinitely worse. Radio was there, around the clock.

No other direct contact was available to the public in the areas in Donna's path. Newspapers couldn't do it because of power failures and no means of delivery. Many telephone lines were out.

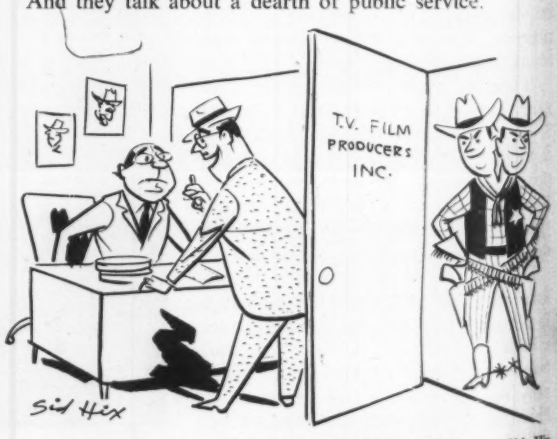
It was in Florida, which bore the brunt of the storm, that emergency radio planning paid off. There was minimal loss of lives. All had been forewarned by radio and television through the operations of the new Fm Defense Network which actually had been set up as a by-product of Conelrad to alert the populace against attempted air attack.

Fm stations in the Defense Network carried some 150 bulletins each day for relay to the am (and tv) stations of the state. Stations devoted some 25% to 30% of their time to bulletins on the approach and progress of the storm, and to essential information after it struck.

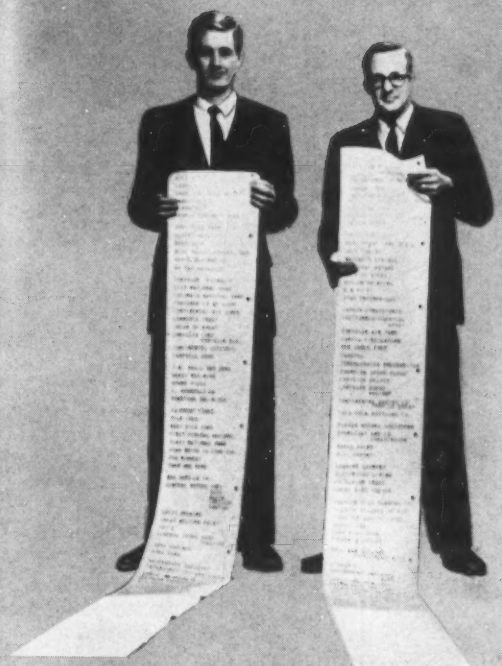
Thus the Fm Defense Network, which had been on a test-standby basis for a year proved its value in the saving of lives and in minimizing property damage. Stations remained on the air through use of auxiliary power supplies needed for the Conelrad installations made at their own expense.

There are Fm Defense Networks established in 30 states. They are primed to go into action in any emergency, whether caused by nature or by the enemy attack we hope will never come. Donna proved the effectiveness and the indispensability of this service. The saving of a single life would have made it worthwhile.

And they talk about a dearth of public service.



Drawn for BROADCASTING by Sid Hix

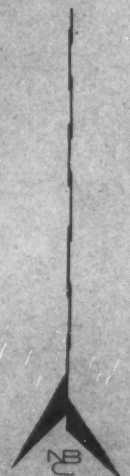
"You're looking for a tv western star with a brand new gimmick, right?"

BY THE NUMBERS

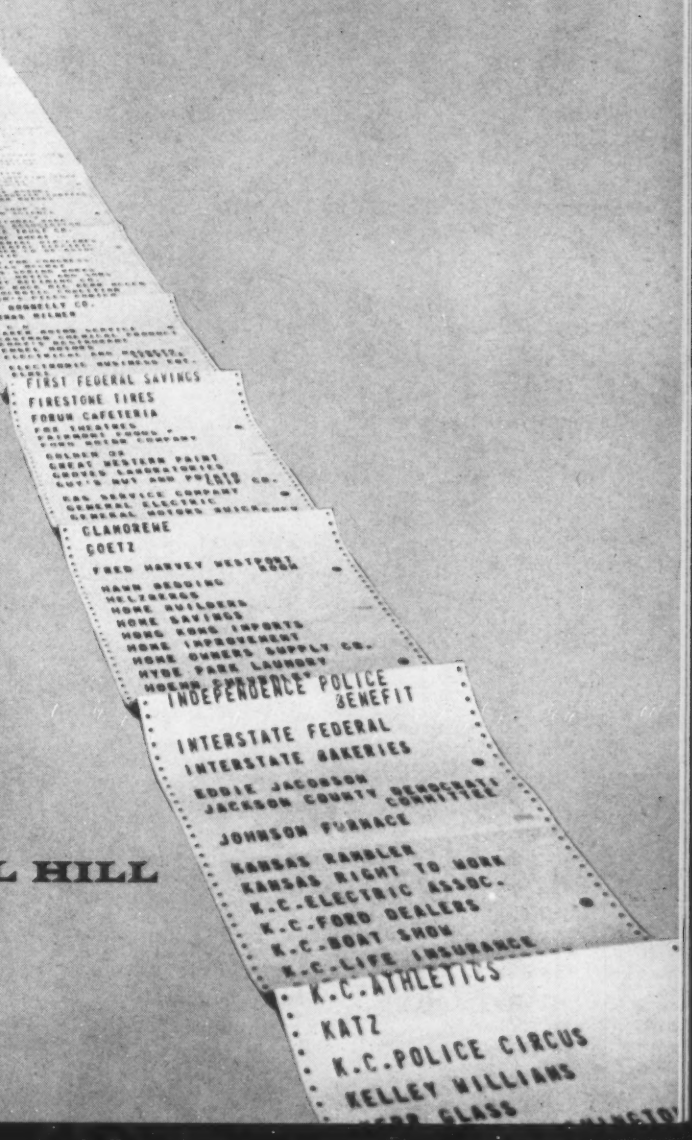
These are the numbers that really count: advertisers who invest in the sales ability of a radio station.

On the left is a list of advertisers using WDAF RADIO when the new sound from Signal Hill started two years ago. On the right are the current accounts.

We think this growth is a result of our radio-to-be-listened-to policy . . . programming that delivers active listeners to our advertisers.

REPRESENTED BY HENRY I. CHRISTAL CO., INC.





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